NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 10, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	31.6	23,540
2	THREE'S COMPANY	31.4	23,390
3	HAPPY DAYS	29.9	22,280
4	60 MINUTES	28.5	21,230
5	CIRCUS OF THE STARS(S)	28.0	20,860
6	TRIBUTE TO JIMMY STEWART(S)	27.9	20,790
7	M*A*S*H	27.5	20,490
8	LITTLE HOUSE-PRAIRIE	27.4	20,410
9	TAXI	26.2	19,520
10	ONE DAY AT A TIME	25.4	18,920
11	PINK PANTHER'S CHRISTMAS(S)	25.3	18,850
12	MORK & MINDY#	24.8	18,480
12	RUDOLPH-RED-NOSE REINDEER(S)	24.8	18,480
14	ALICE	24.7	18,400
15	ALL IN THE FAMILY	24.3	18,100
15	EIGHT IS ENOUGH	24.3	18,100
17	BENJI'S CHRISTMAS STORY(S)	24.1	17,950
17	NBC MONDAY NIGHT MOVIES	24.1	17,950
17	RAGGEDY ANN AND ANDY(S)	24.1	17,950
20	LOVE BOAT	24.0	17,880
21	WALTONS#	23.7	17,660

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	25.4	51,960
2	HAPPY DAYS	23.9	49,000
3	THREE'S COMPANY	23.2	47,460
4	RUDOLPH-RED-NOSE REINDEER(S)	22.3	45,560
5	PINK PANTHER'S CHRISTMAS(S)	21.2	43,290
6	MORK & MINDY#	20.2	41,420
7	M*A*S*H	19.6	40,090
8	CIRCUS OF THE STARS(S)	19.3	39,600
9	BENJI'S CHRISTMAS STORY(S)	19.2	39,290
10	LITTLE HOUSE-PRAIRIE	19.0	38,950
11	BATTLESTAR: GALACTICA#	18.6	38,150
12	RAGGEDY ANN AND ANDY(S)	18.6	38,030
13	60 MINUTES	18.3	37,360
14	EIGHT IS ENOUGH	18.2	37,350
15	TAXI	17.9	36,710
16	LOVE BOAT	17.6	35,920
17	ONE DAY AT A TIME	17.4	35,700
18	INCREDIBLE HULK#	16.7	34,280
19	DALLAS#	16.7	34,260
20	ALICE	16.6	33,960

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	25.8	20,160
2	THREE'S COMPANY	25.8	20,100
3	LITTLE HOUSE-PRAIRIE	23.3	18,220
4	60 MINUTES	23.1	18,060
5	HAPPY DAYS	23.1	18,030
6	CIRCUS OF THE STARS(S)	22.5	17,570
7	TRIBUTE TO JIMMY STEWART(S)	22.4	17,490
8	M*A*S*H	22.1	17,250
9	NBC MONDAY NIGHT MOVIES	21.3	16,630
10	TAXI	21.2	16,560
11	KAZ#	21.0	16,390
12	ONE DAY AT A TIME	20.8	16,230
13	BARBARA WALTER'S SPECIAL(S)	20.7	16,140
14	WALTONS#	20.4	15,910
15	ALL IN THE FAMILY	20.1	15,660
16	MORK & MINDY#	19.9	15,550
17	EIGHT IS ENOUGH	19.8	15,440
18	COUNTRY CHRISTMAS(S)	19.7	15,410
19	ALICE	19.5	15,250

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	22.8	15,960
2	NFL FOOTBALL GAME 2-NBC	22.2	15,550
3	CIRCUS OF THE STARS(S)	20.8	14,580
4	THREE'S COMPANY	19.6	13,770
5	MORK & MINDY#	19.5	13,660
6	NFL FOOTBALL POST 2-NBC#	19.3	13,510
7	M*A*S*H	19.1	13,360
8	NFL FOOTBALL SPECIAL(S)	19.0	13,290
9	LAVERNE AND SHIRLEY	18.5	12,980
10	BATTLESTAR: GALACTICA#	18.3	12,860
11	TRIBUTE TO JIMMY STEWART(S)	17.9	12,520
12	CENTENNIAL	17.4	12,190
13	ALICE	17.3	12,130
14	CBS WEDNESDAY NIGHT MOVIE#	17.2	12,040
15	HAPPY DAYS	17.1	12,010
16	ALL IN THE FAMILY	16.9	11,840
17	DALLAS#	16.3	11,460
18	KAZ#	16.1	11,310

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 10, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	29.5	14,300
2	THREE'S COMPANY	28.7	13,900
3	HAPPY DAYS	26.2	12,710
4	TAXI	23.9	11,550
5	M*A*S*H	23.8	11,500
6	MORK & MINDY#	22.8	11,040
7	ONE DAY AT A TIME	22.0	10,640
8	PINK PANTHER'S CHRISTMAS(S)	21.8	10,550
9	BATTLESTAR: GALACTICA#	21.3	10,290
10	RUDOLPH-RED-NOSE REINDEER(S)	20.9	10,130
11	KAZ#	20.3	9,810
12	NBC MONDAY NIGHT MOVIES	20.1	9,710
13	BARBARA WALTER'S SPECIAL(S)	19.5	9,450
14	CIRCUS OF THE STARS(S)	19.3	9,360
15	ABC NEWS CLOSEUP(S)	19.3	9,340
16	LITTLE HOUSE-PRAIRIE	19.1	9,230
17	ABC SUNDAY NIGHT MOVIE#	18.7	9,070
18	CBS WEDNESDAY NIGHT MOVIE#	18.5	8,980
18	LOVE BOAT	18.5	8,980
20	EIGHT IS ENOUGH	18.5	8,960
20	FANTASY ISLAND	18.5	8,960

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	TRIBUTE TO JIMMY STEWART(S)	34.3	8,090
2	BOB HOPE SPECIAL(S)	33.3	7,860
3	60 MINUTES	32.8	7,740
4	COUNTRY CHRISTMAS(S)	32.6	7,690
5	LITTLE HOUSE-PRAIRIE	31.8	7,500
6	WALTONS#	31.0	7,320
7	CIRCUS OF THE STARS(S)	27.8	6,550
8	ALL IN THE FAMILY	26.6	6,270
9	BING CROSBY-XMAS YEARS(S)	24.6	5,810
10	ALICE	24.3	5,740
11	JOHNNY CASH CHRISTMAS SP.(S)	23.7	5,590
12	BARBARA WALTER'S SPECIAL(S)	23.1	5,450
13	DEAN MARTIN'S XMAS-CALIF.(S)	22.4	5,290
14	EIGHT IS ENOUGH	22.2	5,240
15	KAZ#	21.7	5,120
16	CHIPS	21.6	5,090
17	NBC MONDAY NIGHT MOVIES	21.5	5,080
18	THREE'S COMPANY	20.9	4,930
19	GRANDPA GOES-WASHINGTON#	20.7	4,890
20	LAVERNE AND SHIRLEY	20.2	4,770
21	HAWAII FIVE-O#	20.1	4,730
22	ROCKFORD FILES	18.8	4,430
23	ABC FRIDAY NIGHT MOVIE#	18.7	4,410

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BATTLESTAR: GALACTICA#	22.9	10,550
2	NFL FOOTBALL SPECIAL(S)	21.5	9,920
3	NFL FOOTBALL GAME 2-NBC	21.5	9,910
4	LAVERNE AND SHIRLEY	20.7	9,540
5	THREE'S COMPANY	20.6	9,510
6	MORK & MINDY#	20.6	9,500
7	NFL FOOTBALL POST 2-NBC#	19.8	9,110
8	HAPPY DAYS	19.1	8,810
9	M*A*S*H	19.0	8,740
10	ABC NEWS CLOSEUP(S)	18.2	8,400
11	CBS WEDNESDAY NIGHT MOVIE#	17.6	8,090
12	CIRCUS OF THE STARS(S)	17.5	8,040
13	TAXI	17.2	7,910
14	60 MINUTES	16.9	7,790
15	BARNEY MILLER	16.7	7,670
16	CHIPS	16.3	7,520
17	SOAP	16.0	7,360
18	LOVE BOAT	15.9	7,320
18	WHAT'S HAPPENING#	15.9	7,320

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	35.2	6,510
2	TRIBUTE TO JIMMY STEWART(S)	32.8	6,070
3	CIRCUS OF THE STARS(S)	28.6	5,300
4	WALTONS#	27.8	5,140
5	COUNTRY CHRISTMAS(S)	26.5	4,910
6	NFL FOOTBALL GAME 2-NBC	25.9	4,800
7	BOB HOPE SPECIAL(S)	25.8	4,780
8	LITTLE HOUSE-PRAIRIE	24.2	4,470
9	ALL IN THE FAMILY	24.1	4,460
10	ALICE	21.9	4,050
11	BARBARA WALTER'S SPECIAL(S)	21.7	4,020
12	CENTENNIAL	20.8	3,850
13	NFL FOOTBALL POST 2-NBC#	20.2	3,730
14	M*A*S*H	20.1	3,710
15	BARNABY JONES#	19.8	3,660
16	DEAN MARTIN'S XMAS-CALIF.(S)	19.0	3,520
17	KAZ#	18.9	3,490
18	BING CROSBY-XMAS YEARS(S)	18.6	3,450
19	ROCKFORD FILES	18.5	3,430
20	NBC NIGHTLY NEWS	18.4	3,410
21	CBS NFL FOOTBALL GAME 1	18.4	3,400
22	CBS EVENING NEWS-CRONKITE	18.0	3,330
22	NCAA FOOTBALL GAME-2#	18.0	3,330

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	8		168	A	18.6	31	1386	1756	808	324	869	302	485	441	191	319	583	250	348	251	126^	203	139^	113^	165^	151^
2 FRI. 9.00P 120 ABC FF			95	B	18.8	33	1401	1865	738	328	821	358	565	460	112	200	638	280	434	375	93	151	183	116	223	162
9.00 - 9.30				A	17.3	29	1289	1748	778	297	851	292	463	433	194	309	577	254	339	257	113^	206	130^	107^	190	162^
9.30 - 10.00				A	18.1	30	1348	1717	781	324	839	297	463	417	208	314	591	256	350	252	139^	210	135^	114^	152^	137^
10.00 - 10.30				A	19.5	33	1453	1802	814	327	872	297	488	445	189	326	616	256	369	268	141^	215	147^	114^	167^	153^
10.30 - 11.00				A	19.5	33	1453	1747	841	342	901	318	515	470	176	318	542	226	327	220	115^	187	151^	118^	153^	153^
ABC NEWS CLOSEUP(S)			197	A	20.4	34	1520	1838	754	379	853	373	616	485	79^	173	742	353	553	465	99^	143^	142^	74^	101^	101^
2 TUE. 10.00P 60 ABC DN			99																							
10.00 - 10.30				A	21.8	35	1624	1813	740	369	838	365	606	493	76^	169	730	366	551	445	99^	137^	149	80^	96^	96^
10.30 - 11.00				A	19.0	33	1416	1863	766	389	866	381	624	475	82^	177	756	337	553	484	103^	153^	137^	68^	104^	104^
ABC NEWSBRIEF-M-F	63	178	177	A	18.2	28	1356	1899	738	272	821	332	524	431	103	236	619	271	410	330	93	166	194	101	265	186
M & F 8.58P 1 ABC N		93	93	B	19.1	30	1423	1899	719	284	797	355	539	437	95	199	617	270	402	336	91	165	212	113	273	191
TU-TH 9.58P 1																										
ABC NEWSBRIEF-SAT.	13	176	184	A	22.5	38	1676	1957	735	245	812	330	522	423	107	221	603	253	423	346	84	141	206	128	336	266
SAT. 9.58P 1 ABC N		94	95	B	20.6	36	1535	1956	741	280	820	305	517	462	117	231	606	233	383	350	88	168	190	102	340	252
ABC NEWSBRIEF-SUN.	13	192	192	A	18.2	26	1356	2204	699	276	756	354	542	406	81^	172	787	394	571	525	75^	150	221	78^	440	249
1 SUN. 8.58P 1 ABC N		96	96	B	19.4	29	1445	2196	669	288	751	411	584	424	72	127	725	395	573	470	62	106	262	110	458	305
2 SUN. 8.57P 2																										
ABC SUNDAY NIGHT MOVIE	10		197	A	18.2	27	1356	1853	836	323	971	443	669	501	90^	235	623	319	458	363	89^	138^	145^	84^	114^	59^
2 SUN. 9.00P 114 ABC FF			99	B	23.7	36	1766	1997	737	357	841	416	633	501	82	148	753	373	573	489	84	124	226	94	177	127
9.00 - 9.30				A	17.8	26	1326	1902	805	279	930	441	635	451	86^	225	652	333	470	373	100^	161^	130^	77^	190	89^
9.30 - 10.00				A	17.7	25	1319	1804	821	316	954	435	669	499	85^	222	610	303	449	348	83^	141^	138^	80^	102^	64^
10.00 - 10.30				A	18.5	28	1378	1848	858	349	1004	449	689	521	96^	252	602	309	444	361	88^	123^	157^	91^	85^	44v
10.30 - 11.00				A	19.1	31	1423	1851	855	342	991	443	678	527	95^	243	618	324	466	370	80^	115^	163^	89^	79^	37v
ABC WORLD NEWS TONIGHT	50	196	197	A	11.4	20	849	1664	768	227	822	245	400	374	122	331	584	178	285	269	117	235	97	40^	161	113
M-F 6.30P 30 ABC N		99	99	B	10.3	20	767	1631	711	246	793	261	416	370	116	299	604	199	315	298	106	232	88	41	146	91
ABC WRLD NEWS TONIGHT-SAT	3		111	A	5.3	10	395	2073	661	198^	821	328^	432^	419^	128v	306^	866	458^	584^	468^	131v	253^	177^	85v	209^	109v
2 SAT. 6.30P 30 ABC N			67	B	4.2	8	313	1834	613	169	757	299	455	382	106	256	697	282	420	397	123	239	111	41	269	157
ALICE	6	196	195	A	24.7	35	1840	1846	755	307	829	270	440	428	118	312	659	220	366	369	101	219	155	76	203	151
SUN. 8.30P 30 CBS CS		99	99	B	25.2	36	1877	1857	763	275	861	236	421	405	133	354	641	167	299	319	117	266	157	75	198	144
ALL IN THE FAMILY	6	194	196	A	24.3	36	1810	1811	772	326	865	282	438	396	129	348	654	205	328	336	118	247	128	68^	164	112
SUN. 8.00P 30 CBS CS		99	99	B	24.7	36	1840	1806	775	282	868	222	397	384	147	383	647	157	286	311	130	282	131	66	160	106
BARBARA WALTER'S SPECIAL(S)		197		A	22.1	34	1646	1832	815	315	980	392	573	452	130^	332	604	199	315	272	133^	243	142^	87^	106^	49^
1 WED. 10.00P 60 ABC DN		99																								
10.00 - 10.30				A	23.2	35	1728	1867	809	298	963	387	566	450	123^	317	631	219	338	280	144	252	150	90^	123^	67^
10.30 - 11.00				A	21.0	33	1565	1783	817	333	995	397	583	455	135^	344	569	177	289	259	123^	233	132^	81^	87^	30v
BARNABY JONES	9	158		A	20.4	35	1520	1784	812	216	892	271	519	476	127^	282	625	205	332	311	135^	241	152^	54^	115^	89^
1 THU. 10.00P 60 CBS PD		91		B	19.9	35	1483	1697	761	263	837	238	430	438	143	297	672	204	351	342	126	250	102	46	86	62
10.00 - 10.30				A	19.4	33	1445	1857	848	235	938	295	548	487	135^	299	621	201	323	306	139^	242	156^	62^	142^	102^
10.30 - 11.00				A	21.4	38	1594	1713	777	198	847	249	490	464	117^	266	624	206	336	314	130^	240	152^	48^	90^	77^
BARNEY MILLER	11	185	189	A	21.0	32	1565	1955	745	278	818	389	563	458	68^	178	670	340	488	406	85	141	217	92	250	148
THU. 9.00P 30 ABC CS		97	97	B	23.1	37	1721	1931	741	319	817	392	581	465	85	174	665	331	479	389	77	139	224	124	225	160
BATTLESTAR: GALACTICA	10	201		A	21.5	31	1602	2381	642	360	752	464	643	476	43^	69^	803	476	660	548	38^	93^	384	129^	442	300
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1978 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BATTLESTAR: GALACT-CONT'D																										
1 SUN. 8.00P 60 ABC SF		99		B	21.8	33	1624	2328	647	289	743	445	622	445	54	91	759	437	633	512	51	84	310	126	516	365
8.00 - 8.30				A	20.8	30	1550	2436	653	371	760	465	650	489	44^	76^	816	475	665	558	37v	100^	388	125^	472	314
8.30 - 9.00				A	22.2	31	1654	2323	634	351	743	462	632	462	40^	65^	790	476	655	535	42^	88^	377	133^	413	285
BENJI'S CHRISTMAS STORY(S)			198	A	24.1	37	1795	2189	666	226	744	326	488	416	70^	188	503	262	359	309	70^	116^	185	99^	757	485
2 THU. 8.00P 30 ABC CE			99																							
BIG EVENT-TUE.	10	206	199	A	20.0	31	1490	1607	693	252	741	251	434	427	98	235	658	229	375	367	135	220	114	18v	94	62^
1 TUE. 8.00P 180 NBC FV		98	98	B	18.5	29	1378	1642	772	267	826	263	452	451	128	289	580	191	322	316	111	200	110	43	126	91
2 TUE. 9.00P 120																										
8.00 - 8.30				A	18.0	28	1341	1588	617	228	644	155^	328	350	100^	262	677	224	385	400	161^	226	101^	LT	166^	107^
8.30 - 9.00				A	20.1	30	1497	1692	643	252	671	175	380	399	93^	241	712	254	426	428	156^	215	130^	LT	179	118^
9.00 - 9.30				A	17.8	27	1326	1641	679	245	717	223	403	420	96	242	674	233	366	353	131	244	129	19v	121	73^
9.30 - 10.00				A	19.9	30	1483	1647	705	265	753	257	438	428	109	246	665	224	370	359	132	227	129	27^	100	67^
10.00 - 10.30				A	21.6	35	1609	1609	737	271	801	301	492	462	101	231	639	225	368	357	128	213	115	31^	54^	37^
10.30 - 11.00				A	21.4	36	1594	1535	714	247	781	301	480	456	92	216	625	216	359	353	127	209	93	16v	36^	29^
BING CROSBY-XMAS YEARS(S)			193	A	20.2	30	1505	1847	848	333	939	287	473	410	169	386	530	190	251	222	120^	229	120^	63^	258	140^
2 WED. 9.00P 60 CBS GV			98																							
9.00 - 9.30				A	20.5	31	1527	1918	850	337	946	311	493	414	163	376	543	209	267	222	115^	230	132^	73^	297	151^
9.30 - 10.00				A	19.8	30	1475	1774	847	326	931	262	452	407	177	397	516	172	232	218	125^	229	109^	54^	218	127^
BOB HOPE SPECIAL(S)		205		A	21.3	30	1587	1997	845	229	933	170	366	372	138^	495	655	136^	309	289	114^	302	122^	48^	287	165

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
1 SUN. 8.00P 60 NBC CV		99																								
8.00 - 8.30				A	20.7	30	1542	1981	823	213	905	159^	359	365	133^	481	632	130^	311	283	107^	286	132^	48^	312	180
8.30 - 9.00				A	21.9	31	1632	2008	866	245	960	180	371	379	141^	509	674	136^	307	295	121^	317	113^	49^	261	148^
CARTER COUNTRY	5	160		A	14.8	25	1103	1967	734	192^	793	307	449	350	122^	256	653	255	361	336	124^	221^	221	132^	300	232
1 SAT. 8.30P 30 ABC CS		93		B	15.8	28	1177	2050	732	253	814	300	486	392	121	258	686	285	422	352	107	209	179	82	371	260
CBS EVENING NEWS-CRONKITE	49	195	196	A	15.3	27	1140	1631	726	247	769	168	335	351	139	369	596	161	251	273	132	291	85	36^	181	102
M-F 6.30P 30 CBS N		99	99	B	13.8	27	1028	1608	711	223	767	171	319	336	148	373	604	165	262	279	137	291	94	47	143	80
CBS EVENING NEWS	5	143	142	A	8.2	14	611	1653	752	230	793	159^	240	264	199^	494	683	180^	260	290	115^	337	105^	55^	72^	31v
SUN. 6.30P 30 CBS N		85	84	B	8.5	15	633	1637	732	250	804	159	260	276	184	475	699	172	285	306	139	329	79	38	55	31
CBS SAT. NEWS-SCHIEFFER	9	138		A	11.0	21	820	1570	680	191^	743	222^	350	266^	108^	342	639	110^	267^	327	100^	312	69v	27v	119^	72v
1 SAT. 6.30P 30 CBS N		89		B	9.6	20	715	1655	710	206	783	171	306	296	138	414	662	161	283	296	121	316	76	45	134	76
CBS SATURDAY NIGHT MOVIE	4	168	177	A	16.7	29	1244	1903	797	285	875	337	506	470	112	279	744	306	470	428	105	221	125	50^	159	98^
1 SAT. 9.00P 116 CBS FF		93	97	B	18.4	32	1371	1987	778	278	846	296	487	451	112	270	743	294	465	421	112	217	158	72	240	151
2 SAT. 9.00P 120																										
9.00 - 9.30				A	15.5	26	1155	1829	763	255	850	316	477	455	103^	291	669	260	410	392	80^	206	131	54^	179	98^
9.30 - 10.00				A	16.0	27	1192	1930	778	267	878	349	507	452	112	291	727	316	473	420	95^	214	132	45^	193	123
10.00 - 10.30				A	17.3	30	1289	1924	813	278	873	335	508	471	115	273	781	322	495	454	122	227	120	45^	150	96^
10.30 - 11.00				A	17.9	32	1334	1948	848	348	910	351	536	497	125	273	801	321	499	454	125	238	119	53^	118	79^
CBS TUESDAY NIGHT MOVIES	8	175		A	16.0	25	1192	1992	681	239	767	301	466	404	114^	231	820	295	520	502	106^	217	160^	62^	245	197^
1 TUE. 9.00P 120 CBS FF		96		B	16.2	25	1207	1840	717	282	800	327	526	444	103	202	717	312	478	423	89	173	189	76	134	99
9.00 - 9.30				A	14.2	21	1058	2010	663	221^	754	273	424	384	119^	262	798	292	489	472	109^	225^	175^	93^	283	207^
9.30 - 10.00				A	16.5	25	1229	2044	656	212	752	276	443	386	112^	237	838	286	521	495	112^	233	179^	64^	275	220
10.00 - 10.30				A	17.0	27	1267	1942	682	244	759	311	470	400	115^	225	798	278	503	493	113^	217	152^	53^	233	194^
10.30 - 11.00				A	16.5	28	1229	1944	710	273	791	335	512	433	103^	206	834	317	556	531	95^	198^	131^	43v	188^	169^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS WEDNESDAY NIGHT MOVIE	6	179		A	21.1	32	1572	1983	749	284	793	367	571	452	91^	149^	765	339	513	431	105^	186	251	96^	174	142^
1 WED. 9.00P 120 CBS FF		97		B	16.3	26	1214	1859	740	306	792	338	541	444	104	179	677	301	443	383	96	171	255	114	135	92
9.00 - 9.30				A	18.6	28	1386	2006	762	275	802	365	563	448	96^	172^	766	343	521	417	101^	187	206	61^	232	158^
9.30 - 10.00				A	19.8	29	1475	2010	716	257	774	376	553	446	98^	145^	773	357	522	415	106^	190	256	71^	207	180
10.00 - 10.30				A	22.8	35	1699	1964	772	295	806	372	593	467	85^	138^	744	324	493	430	102^	180	261	118^	153	129^
10.30 - 11.00				A	23.3	37	1736	1942	735	298	777	351	567	441	85^	138^	771	330	519	451	107^	188	274	123^	120^	110^
CENTENNIAL	5	208	207	A	20.7	31	1542	1938	797	296	843	267	498	465	128	266	791	258	462	432	147	250	165	53^	139	102
1 SUN. 9.00P 120 NBC GD		99	98	B	21.9	33	1632	1878	778	277	847	276	496	466	137	278	753	263	445	423	139	242	128	55	150	107
2 SUN. 8.03P 120																										
8.00 - 8.30				A	16.1	24	1199	2118	697	215	752	280	473	404	98^	229	879	333	542	425	180^	280	174^	85^	313	222
8.30 - 9.00				A	17.8	26	1326	2038	722	256	762	261	460	432	116^	224	846	314	518	428	177^	261	170^	66^	260	191
9.00 - 9.30				A	22.3	32	1661	1988	819	308	863	263	505	479	129	278	799	257	467	443	147	246	171	60^	155	117
9.30 - 10.00				A	21.6	31	1609	1933	825	303	868	263	524	495	127	263	791	255	456	437	145	246	182	51^	92	73^
10.00 - 10.30				A	22.3	35	1661	1848	839	333	889	287	495	466	147	299	743	222	419	425	135^	252	130^	30v	86^	51^
10.30 - 11.00				A	21.2	35	1579	1748	792	306	845	261	471	447	142^	289	730	216	414	418	129^	241	126^	35v	47^	38v
CHARLIE'S ANGELS	11		195	A	21.1	32	1572	1785	681	225	764	305	475	387	111^	227	561	213	330	313	87^	164	218	122^	242	205
2 WED. 9.00P 60 ABC PD			97	B	26.1	41	1944	1920	753	294	831	344	537	453	117	228	583	219	345	300	106	182	245	135	261	207
9.00 - 9.30				A	20.8	31	1550	1775	666	215	735	293	452	362	110^	229	555	211	323	306	87^	168	226	132^	259	213
9.30 - 10.00				A	21.4	32	1594	1788	695	233	790	317	495	413	113^	225	565	215	338	316	90^	163	210	113^	223	196
CHIPS	12	181	198	A	21.9	37	1632	2077	719	257	818	263	465	427	135	312	690	266	461	407	106	185	221	111	348	207
SAT. 8.00P 60 NBC OP		91	96	B	19.3	35	1438	2202	731	252	815	276	469	425	126	284	694	249	425	394	108	200	231	108	462	321
8.00 - 8.30				A	20.9	36	1557	2091	714	243	812	260	462	435	136	308	702	268	464	418	111	190	232	109	345	202
8.30 - 9.00				A	22.9	38	1706	2055	723	269	822	270	465	417	136	316	674	261	456	394	99	179	208	109	351	211
CIRCUS OF THE STARS(S)			183	A	28.0	42	2086	1898	758	324	843	275	450	427	121	313	698	230	385	378	118	254	156	63^	201	163
2 SUN. 9.00P 120 CBS GV			99																							
9.00 - 9.30				A	25.0	36	1863	1980	739	314	813	259	425	392	122^	322	685	232	378	372	113^	247	199	82^	283	231
9.30 - 10.00				A	27.0	39	2012	1933	735	312	817	274	436	406	120^	315	665	215	362	366	112^	241	202	84^	249	199
10.00 - 10.30				A	31.0	46	2310	1870	758	323	855	286	469	447	118	298	714	237	408	391	112	250	133	51^	168	134
10.30 - 11.00				A	28.9	46	2153	1824	794	342	878	280	458	447	130	325	724	233	390	384	129	273	102^	42^	120	98^
COUNTRY CHRISTMAS(S)			197	A	23.1	35	1721	1717	772	261	896	204	343	361	201	448	546	125^	192	256	139^	285	111^	61^	164	89^
2 THU. 9.00P 60 CBS GV			99																							
9.00 - 9.30				A	22.6	34	1684	1723	774	272	901	208	346	367	191	443	527	124^	181	250	134^	277	111^	61^	184	101^
9.30 - 10.00				A	23.7	35	1766	1699	766	248	885	200	340	353	208	447	559	128^	204	258	146	290	109^	60^	146	76^
DALLAS	6	181		A	21.9	35	1632	2099	839	347	905	286	546	546	107^	254	701	252	428	420	103^	176	172	143^	321	268
1 SUN. 10.00P 60 CBS GD		95		B	18.3	30	1363	1727	762	315	876	287	498	466	126	289	625	197	328	340	104	214	128	78	98	77
10.00 - 10.30				A	21.4	33	1594	2107	842	348	904	276	537	539	114^	266	699	253	423	408	97^	177	169	148^	335	284
10.30 - 11.00				A	22.4	36	1669	2087	832	345	902	290	551	551	98^	242	706	255	432	430	107^	178	175	140^	304	252
DAVID CASSIDY-UNDERCOVER	5		195	A	14.3	23	1065	1719	751	264	839	332	569	511	89^	208^	640	313	446	339	74^	141^	141^	88^	99^	63^
2 THU. 10.00P 60 NBC OP			99	B	13.5	24	1006	1742	686	264	761	301	503	442	85	197	696	289	472	414	84	153	177	81	108	83
10.00 - 10.30				A	14.6	23	1088	1766	768	267	848	318	574	510	94^	218^	663	338	474	341	72^	143^	141^	87^	114^	70^
10.30 - 11.00				A	14.0	23	1043	1655	730	259	826	344	561	506	87^	199^	609	284	410	332	77^	138^	138^	88^	82^	52v
DEAN MARTIN'S XMAS-CALIF.(S)			192	A	14.6	24	1088	1727	844	256	898	141^	328	344	216^	487	640	138^	250	245	151^	323	96^	49v	93^	24v
2 SAT. 9.00P 60 NBC GV			96																							
9.00 - 9.30				A	15.0	25	1118	1773	855	258	906	144^	337	339	213^	491	651	144^	261	244	153^	325	105^	50v	111^	35v
9.30 - 10.00				A	14.2	24	1058	1669	831	255	886	138^	318	345	219^	481	626	129^	236	242	146^	320	84^	46v	73^	11v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DICK CLARK'S LIVE WEDNSDY	9	195	193	A	16.3	25	1214	1761	717	217	826	324	456	357	155	323	687	252	421	401	95^	217	122	50^	126	79^
WED. 8.00P 60 NBC GV		95	98	B	16.2	26	1207	1832	722	269	812	336	486	382	124	269	636	266	409	350	79	183	159	68	225	159
8.00 - 8.30				A	16.0	25	1192	1721	734	210	836	330	461	353	151	330	673	232	394	386	93^	220	123	49^	89^	65^
8.30 - 9.00				A	16.5	24	1229	1797	701	220	816	322	453	363	159	313	701	275	449	419	95^	212	117	47^	163	93^
DIFF'RENT STROKES	6	158	170	A	16.5	27	1229	2003	706	289	799	270	496	394	121	251	557	206	317	279	100^	186	243	93^	404	292
1 FRI. 8.30P 30 NBC CS		88	89	B	16.5	28	1229	1983	764	302	862	264	470	408	155	329	606	208	339	285	117	222	182	80	333	239
2 FRI. 8.00P 30																										
DONNY AND MARIE	8	162	185	A	16.0	27	1192	1927	723	210	821	237	391	370	149	353	609	223	341	277	104^	224	153	91^	344	252
FRI. 8.00P 60 ABC GV		90	96	B	16.5	29	1229	2015	755	236	837	311	476	407	115	295	562	220	332	282	90	187	163	107	453	308
8.00 - 8.30				A	15.0	25	1118	1923	722	196	827	240	388	357	158	372	602	231	335	266	102^	215	154	97^	340	249
8.30 - 9.00				A	17.0	28	1267	1919	724	222	810	230	389	380	138	336	614	219	346	288	105	230	148	87^	347	251
EDDIE CAPRA MYSTERIES	9	176	200	A	17.8	30	1326	1683	744	281	836	284	473	429	125	276	711	236	419	378	162	233	73^	19v	63^	63^
FRI. 10.00P 60 NBC SM		93	97	B	16.1	29	1199	1649	753	283	830	246	447	455	137	289	641	186	354	356	132	224	94	43	84	72
10.00 - 10.30				A	17.7	30	1319	1638	724	279	812	273	447	408	128	278	684	233	394	354	157	230	84^	22v	58^	58^
10.30 - 11.00				A	17.9	31	1334	1718	763	281	854	292	493	446	119	272	734	239	447	400	163	232	60^	16v	70^	70^
EIGHT IS ENOUGH	13	199	194	A	24.3	36	1810	2064	764	277	853	325	496	407	111	289	565	231	332	281	93	183	258	161	388	288
1 WED. 8.00P 120 ABC CS		99	98	B	22.8	37	1699	2096	769	287	868	353	539	444	105	258	537	220	321	266	86	166	279	174	412	308
2 WED. 8.00P 60																										
8.00 - 8.30				A	20.5	31	1527	1902	730	267	805	268	415	365	137	314	552	206	295	255	106	198	232	143	313	237
8.30 - 9.00				A	23.3	34	1736	2032	757	270	825	301	473	409	113	276	581	252	346	283	93	180	240	153	386	288
9.00 - 9.30				A	29.4	44	2190	2220	800	296	913	393	575	448	91^	278	550	224	342	296	84^	168	291	178	466	341
9.30 - 10.00				A	29.1	43	2168	2164	786	283	904	374	558	415	96^	290	561	230	344	290	89^	180	280	176	419	302
FAMILY	8		191	A	15.6	25	1162	1879	782	328	866	438	605	496	77^	173^	592	363	445	353	70^	109^	243	153^	178^	99^
2 THU. 10.00P 60 ABC GD			98	B	18.2	32	1356	1827	838	330	936	485	700	535	88	185	533	299	405	314	51	95	216	148	142	102
10.00 - 10.30				A	15.7	25	1170	1908	785	331	870	441	610	494	80^	174^	588	361	447	347	73^	111^	254	159^	196^	104^
10.30 - 11.00				A	15.5	25	1155	1838	777	326	860	434	597	494	74^	175^	594	366	443	360	62^	103^	223	144^	161^	93^
FANTASY ISLAND	12	182	187	A	23.3	41	1736	1895	734	249	804	324	516	422	105	213	616	239	400	341	85	159	225	133	250	206
SAT. 10.00P 60 ABC A		97	98	B	21.3	39	1587	1912	731	278	805	320	532	466	100	199	625	260	416	350	76	155	215	113	267	210
10.00 - 10.30				A	23.7	41	1766	1902	748	257	818	329	525	426	104	215	613	232	394	339	83	160	219	132	252	205
10.30 - 11.00				A	22.9	41	1706	1880	719	240	788	322	506	415	107	211	614	246	404	342	85	156	230	132	248	206
FAT ALBERT CHRISTMAS SPEC(S)		183		A	15.6	24	1162	2065	645	221	686	281	496	407	79^	149^	590	227	390	355	87^	163^	143^	56^	646	371
1 WED. 8.00P 30 CBS EA		96																								
FLYING HIGH	10	152	159	A	17.1	29	1274	1867	745	218	774	310	515	469	91^	199	590	247	409	383	69^	143	154	55^	349	263
FRI. 10.00P 60 CBS CS		90	90	B	15.0	27	1118	1939	713	249	758	342	526	477	93	174	597	254	419	376	76	134	222	101	362	281
10.00 - 10.30				A	16.6	28	1237	1892	743	221	776	313	519	471	87^	199	581	237	407	382	70^	144	155	55^	380	285
10.30 - 11.00				A	17.6	31	1311	1837	742	212	769	307	510	465	94^	196	597	255	407	379	68^	145	154	54^	317	244
FROSTY THE SNOWMAN(S)		195		A	20.7	32	1542	2066	653	135^	698	330	433	374	82^	225	353	159^	227	204	33v	107^	201	96^	814	487
1 THU. 8.00P 30 CBS EA		98																								
GOOD TIMES	8	137	173	A	11.2	19	834	1640	732	187	772	214	365	330	98^	336	511	151	214	262	63^	219	89^	32v	268	196
SAT. 8.30P 30 CBS CS		85	97	B	13.0	24	969	1776	782	275	865	263	446	412	133	350	465	142	241	236	70	183	155	93	291	218
GRANDPA GOES-WASHINGTON	6		182	A	11.7	18	872	1618	768	179^	846	104^	180^	222^	281	561	598	71v	152^	160^	157^	380	43v	23v	131^	64v
2 TUE. 8.00P 60 NBC GD			95	B	14.4	23	1073	1778	804	202	882	176	310	327	194	482	624	133	240	240	151	310	79	41	193	133
8.00 - 8.30				A	11.6	18	864	1618	784	189^	869	102^	170^	214^	302	594	604	57v	141^	172^	163^	390	34v	25v	111^	50v
8.30 - 9.00				A	11.9	18	887	1591	741	165^	809	103^	183^	226^	256^	521	584	84^	159^	147^	149^	366	51v	20v	147^	77^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/A: TA'S SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
HALLMARK HALL OF FAME(S)		204		A	14.4	25	1073	1286	605	233	714	247	413	361	107^	256	473	146^	249	258	106^	187^	79^	40v	20v	20v
1 THU. 10.00P 60 NBC GD		98																								
10.00 - 10.30				A	15.0	25	1118	1323	627	237	727	252	433	375	109^	253	483	148^	254	271	106^	186^	86^	42v	27v	27v
10.30 - 11.00				A	13.7	25	1021	1247	581	225^	701	242	391	346	105^	260	464	144^	245	243	106^	191^	71^	38v	11v	11v
HAPPY DAYS	11	213	211	A	29.9	47	2228	2199	708	278	809	381	570	460	97	195	539	275	396	328	59	105	273	119	578	389
TUE. 8.00P 30 ABC CS		99	99	B	27.7	45	2064	2215	735	307	821	405	602	474	84	170	549	276	400	334	60	102	314	156	531	365
HARDY BOYS MYSTERIES	9	166		A	12.7	20	946	2273	616	328	712	300	462	346	129^	209^	775	370	555	475	84^	166^	325	141^	461	325
1 SUN. 7.00P 60 ABC SH		93		B	13.4	22	998	2141	687	285	805	368	546	418	100	207	582	237	394	330	72	143	292	163	462	312
7.00 - 7.30				A	12.1	19	901	2260	616	335	716	309	461	330	135^	221^	760	364	524	459	88^	172^	342	150^	442	314
7.30 - 8.00				A	13.2	20	983	2288	615	320	707	293	465	359	121^	199^	792	380	586	490	82^	160^	309	133^	480	336
HAWAII FIVE-O	9	166		A	17.3	27	1289	1782	815	266	883	218	457	392	164^	368	570	168^	271	260	120^	239	135^	66^	194	126^
1 THU. 9.00P 60 CBS OP		91		B	16.8	27	1252	1756	784	252	859	225	401	386	142	367	637	167	286	295	114	274	111	51	149	101
9.00 - 9.30				A	16.9	26	1259	1825	815	253	867	212	456	397	166^	360	573	177^	277	263	115^	234	145^	68^	240	156^
9.30 - 10.00				A	17.6	27	1311	1741	816	278	898	221	458	388	160^	376	568	157^	263	256	127^	246	126^	65^	149^	95^
HONEYMOONERS(S)			202	A	19.8	29	1475	2248	754	209	810	290	520	389	108^	250	726	331	479	431	90^	180	175	63^	537	294
2 SUN. 8.00P 60 ABC CS			99																							
8.00 - 8.30				A	19.1	29	1423	2277	766	202	829	287	537	410	107^	251	708	312	466	401	91^	180	176	62^	564	314
8.30 - 9.00				A	20.4	30	1520	2224	740	216	788	289	498	374	106^	247	745	347	493	463	89^	178	178	67^	513	275
INCREDIBLE HULK	10	173		A	22.7	37	1691	2027	655	236	718	248	430	389	77^	215	523	201	343	335	66^	133^	249	71^	537	385
1 FRI. 9.00P 60 CBS SF		95		B	19.0	33	1416	2162	704	257	776	338	528	476	90	185	605	248	425	372	80	136	226	91	555	391
9.00 - 9.30				A	22.3	36	1661	1951	612	222	669	205	376	352	76^	222	519	191	331	324	69^	141^	237	67^	526	378
9.30 - 10.00				A	23.2	38	1728	2086	692	248	759	285	477	423	76^	205	523	208	350	340	67^	129^	262	76^	542	387
JEFFERSONS	9	178		A	15.7	23	1170	1957	733	231	769	266	475	391	110^	253	666	222	372	382	111^	225	100^	38v	422	227
1 WED. 8.30P 30 CBS CS		94		B	16.5	27	1229	1870	751	246	813	258	462	415	126	290	597	189	313	290	101	228	152	55	308	175
JOHNNY CASH CHRISTMAS SP.(S)			195	A	21.0	35	1565	1574	792	308	899	216	450	436	170	357	483	154^	239	249	113^	187	137^	57^	55^	47^
2 WED. 10.00P 60 CBS GV			99																							
10.00 - 10.30				A	21.5	35	1602	1620	793	298	908	220	456	429	172	364	501	162	251	258	115^	191	142^	69^	69^	56^
10.30 - 11.00				A	20.5	35	1527	1520	786	314	883	208	439	444	167	350	467	148^	228	241	109^	182	134^	48^	36v	36v
KAZ	4	186		A	22.7	33	1691	1979	877	359	970	315	580	558	107^	303	669	242	406	389	90^	206	170	119^	170	104^
1 SUN. 9.00P 60 CBS GD		97		B	19.0	28	1416	1833	769	292	869	277	497	455	114	293	671	209	363	374	112	231	163	77	130	82
9.00 - 9.30				A	22.8	33	1699	2004	878	357	974	316	571	549	112^	311	687	250	417	401	96^	214	171	109^	172	104^
9.30 - 10.00				A	22.7	33	1691	1938	873	360	960	314	588	558	105^	295	646	231	392	374	83^	196	166	126^	166	106^
KENNEDY CNTR-PERF.ARTS(S)			187	A	9.3	15	693	1433	829	208^	906	141^	252^	294^	142^	566	470	99^	143^	201^	133^	258^	32v	29v	25v	24v
2 TUE. 9.00P 120 CBS AC			99																							
9.00 - 9.30				A	8.9	14	663	1525	791	133^	939	163^	270^	275^	132^	574	523	137^	195^	226^	117^	265^	45v	37v	18v	18v
9.30 - 10.00				A	8.5	13	633	1430	781	172^	885	111^	200^	234^	135^	605	463	80v	143^	200^	111^	247^	38v	35v	44v	38v
10.00 - 10.30				A	9.6	16	715	1413	896	274^	928	165^	285^	330^	149^	564	432	67v	107^	182^	133^	250^	29v	29v	24v	24v
10.30 - 11.00				A	10.3	18	767	1352	832	239^	864	119^	243^	324	145^	521	461	106^	125^	193^	164^	268^	13v	13v	14v	14v
LAVERNE AND SHIRLEY	11	212	211	A	31.6	48	2354	2207	754	292	856	397	607	488	99	203	552	276	406	329	57	113	268	131	531	372
TUE. 8.30P 30 ABC CS		99	99	B	27.4	43	2041	2168	740	303	828	405	598	479	87	176	548	266	396	326	60	108	296	159	496	342
LITTLE HOUSE-PRAIRIE	13	219	217	A	27.4	40	2041	1908	790	274	891	301	452	383	147	367	530	179	257	239	91	219	188	119	299	188
MON. 8.00P 60 NBC GD		99	99	B	25.4	39	1892	1998	797	269	909	308	478	430	136	351	540	174	272	262	92	210	190	114	359	241
8.00 - 8.30				A	26.7	40	1989	1905	786	277	890	301	450	385	145	370	530	181	257	236	95	219	177	109	308	190
8.30 - 9.00				A	28.2	40	2101	1901	794	270	892	304	452	380	147	364	531	179	261	240	89	219	190	126	288	186

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
LOU GRANT	9	189	185	A	21.3	33	1587	1655	764	328	852	311	526	456	110	242	576	268	367	319	105	176	140	67^	87	51^
MON. 10.00P 60 CBS GD		99	99	B	19.3	30	1438	1703	834	331	911	361	588	497	108	230	574	245	356	327	89	162	159	77	59	45
10.00 - 10.30				A	21.6	32	1609	1689	759	330	849	312	523	459	108	238	569	261	358	315	103	178	162	82	109	69^
10.30 - 11.00				A	21.0	34	1565	1614	766	324	853	309	526	454	110	245	581	273	374	323	105	173	116	51^	64^	32^
LOVE BOAT	11	185	190	A	24.0	40	1788	2009	728	233	804	317	502	406	106	233	605	239	410	343	84	147	211	125	389	305
SAT. 9.00P 60 ABC CS		95	98	B	21.8	39	1624	2002	762	277	846	314	514	456	126	258	596	228	374	340	86	168	194	103	366	262
9.00 - 9.30				A	23.2	39	1728	2043	725	232	805	317	499	400	110	239	596	229	396	339	90	151	213	123	429	328
9.30 - 10.00				A	24.8	41	1848	1972	726	234	798	315	503	411	104	226	610	245	420	348	80	144	212	127	352	281
LUCAN	4	182	174	A	12.0	18	894	1983	744	282	777	262	490	416	111^	220	668	202	421	341	139	188	195	54^	343	235
MON. 8.00P 60 ABC A		95	93	B	11.9	18	887	2063	723	247	781	280	497	432	109	222	641	229	420	330	113	179	239	102	402	292
8.00 - 8.30				A	11.6	17	864	2036	771	301	803	271	501	424	107^	234	706	240	460	356	155	185	187	55^	340	221
8.30 - 9.00				A	12.4	18	924	1919	717	260	747	250	476	408	114^	204	628	164	382	324	125^	190	201	52^	343	247
M*A*S*H	12	193	191	A	27.5	39	2049	1957	751	304	842	346	562	472	102	210	654	298	427	372	92	182	221	114	240	154
MON. 9.00P 30 CBS CS		99	98	B	25.0	37	1863	1944	782	328	864	368	574	471	105	216	624	290	414	362	81	157	223	105	233	161
MORK & MINDY	11	177		A	24.8	39	1848	2241	730	332	841	365	596	466	90^	182	740	354	516	415	74^	148	282	155	378	250
1 THU. 8.00P 30 ABC CS		95		B	25.9	44	1930	2304	703	324	787	414	615	479	62	117	638	336	493	392	55	97	352	183	527	382
NBC MONDAY NIGHT MOVIES	12	191	201	A	24.1	35	1795	1738	835	290	928	332	542	499	116	283	560	193	322	313	97	181	155	89	95	69^
MON. 9.00P 120 NBC FF		95	98	B	21.8	34	1624	1735	814	296	913	349	547	491	123	271	538	200	318	290	85	168	151	89	133	102
9.00 - 9.30				A	22.8	32	1699	1828	844	292	929	313	505	470	130	318	548	170	291	311	102	193	192	119	159	109
9.30 - 10.00				A	24.3	34	1810	1768	823	281	902	319	517	476	118	281	569	175	316	327	100	185	177	101	120	97
10.00 - 10.30				A	24.8	37	1848	1693	817	278	919	337	553	506	112	268	574	218	348	316	93	175	140	72	60^	42^
10.30 - 11.00				A	24.7	39	1840	1646	839	300	942	351	576	530	108	265	545	202	322	298	93	171	117	66^	42^	29^
NBC NEWS UPDATE-M-F	48	175	174	A	15.6	23	1162	1801	727	243	809	249	413	372	150	330	611	196	330	313	114	224	137	56	244	154
1 MWTHF 8.58P 1 NBC N		88	89	B	16.2	25	1207	1888	739	255	823	262	425	394	146	323	625	212	344	319	114	223	159	76	281	192
1 TUE. 8.59P 1																										
2 M-F 8.58P 1																										
NBC NEWS UPDATE-SAT.	10	163	184	A	17.2	29	1281	1991	720	256	824	239	412	370	149	364	641	241	418	353	101	185	214	106	312	197
SAT. 8.58P 1 NBC N		85	90	B	16.7	29	1244	2162	729	251	822	281	467	415	132	288	672	255	413	370	103	194	223	117	445	311
NBC NEWS UPDATE-SUN.	9	195	195	A	20.2	28	1505	2027	843	268	902	233	450	436	134	379	762	219	406	375	138	281	132	51^	231	156
1 SUN. 8.58P 1 NBC N		93	93	B	19.1	28	1423	2066	765	246	828	264	462	436	128	295	775	287	469	423	118	238	160	69	303	200
2 SUN. 9.01P 1																										
NBC NIGHTLY NEWS-SAT.	9	143	148	A	9.2	17	685	1680	866	193	884	229	407	380	162^	423	633	134^	271	254	161^	324	69^	7v	94^	36v
SAT. 6.30P 30 NBC N		81	82	B	7.7	16	574	1655	801	183	857	211	377	356	149	409	626	151	273	265	119	298	70	34	102	56
NBC NIGHTLY NEWS	50	205	205	A	14.6	26	1088	1669	739	207	805	187	341	322	189	401	663	184	299	268	139	314	93	37^	108	85
M-F 6.30P 30 NBC N		99	99	B	12.7	25	946	1634	735	217	799	193	337	325	175	389	654	172	289	263	126	306	69	30	112	75
NBC REPORTS(S)			198	A	13.1	21	976	1779	793	335	814	266	555	521	109^	151^	765	326	512	491	113^	150^	165^	49v	35v	35v
2 SUN. 10.03P 60 NBC N			98																							
10.00 - 10.30				A	13.4	20	998	1778	783	336	807	267	566	528	105^	144^	773	350	529	484	108^	144^	163^	43v	35v	35v
10.30 - 11.00				A	12.8	21	954	1785	796	333	816	268	553	519	111^	149^	759	302	498	497	116^	155^	175^	56v	35v	35v
NCAA FOOTBALL SPECIAL(S)		195		A	11.9	22	887	1423	434	141^	454	171^	268^	250^	66v	141^	810	255^	454	467	170^	279	56v	13v	103^	69v
1 FRI. 9.00P 197 ABC SE		98																								
9.00 - 9.30				A	11.2	19	834	1451	433	174^	469	188^	283^	230^	68v	143^	820	207^	425	443	164^	308	28v	LT	134^	88^
9.30 - 10.00				A	11.4	19	849	1404	394	141^	417	149^	252^	223^	55v	130^	844	237^	463	484	167^	298	26v	LT	117^	78^
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NCAA FOOTBALL SPEC-CONT'D																										
10.00 - 10.30				A	13.3	23	991	1415	429	111^	450	143^	263	269	58v	133^	822	243^	426	467	189^	301	57v	9v	86^	53v
10.30 - 11.00				A	11.9	21	887	1462	457	139^	466	136^	254^	270^	98^	145^	828	243^	443	460	201^	309	78^	17v	90^	55v
11.00 - 11.30				A	13.0	24	969	1441	467	180^	483	192^	275	256	85^	159^	807	271	483	486	161^	256	59v	12v	92^	73^
11.30 - 12.00				A	11.5	25	857	1426	456	135^	474	227^	293	276^	48v	138^	789	280^	481	501	146^	238^	74^	30v	89^	55v
NEWSBREAK-M-F	59	161	166	A	16.9	25	1259	1977	720	259	790	288	458	392	118	266	571	225	338	302	97	192	154	76	462	266
1 MTUTHF 8.58P 1 CBS N		89	89	B	15.4	24	1147	1958	741	278	822	301	476	407	124	278	596	225	345	315	98	200	167	73	373	227
1 WED. 8.28P 1																										
2 M-F 8.58P 1																										
NEWSBREAK-SAT.	12	122	149	A	11.1	18	827	1672	744	198	789	257	388	348	80^	341	510	142^	202	237	65^	248	93^	44^	280	192
SAT. 8.58P 1 CBS N		82	90	B	12.5	22	931	1912	769	267	851	273	453	407	126	312	582	195	331	314	88	199	174	102	305	200
NEWSBREAK-SUN.	12	170	170	A	22.8	32	1699	1869	740	308	815	260	435	423	116	303	660	209	372	380	102	211	161	83	233	185
SUN. 8.58P 1 CBS N		94	93	B	20.7	30	1542	1865	784	318	882	256	450	435	136	337	621	173	311	326	112	237	165	88	197	143
NFL FOOTBALL SPECIAL(S)		198		A	19.5	31	1453	1738	450	237	485	237	372	339	37v	87^	914	462	683	551	88^	196	195	21v	144^	109^
1 SUN. 9.00P 167 ABC SE		99																								
9.00 - 9.30				A	19.1	28	1423	1869	450	248	493	252	368	344	26v	93^	943	484	693	566	92^	198	205	14v	228	177
9.30 - 10.00				A	20.2	29	1505	1840	476	237	515	268	382	350	34v	101^	975	500	729	575	107^	210	181	12v	169	125^
10.00 - 10.30				A	20.5	31	1527	1692	443	255	474	251	376	340	39v	81^	920	484	685	538	83^	198	178	19v	120^	91^
10.30 - 11.00				A	18.8	29	1401	1637	452	234	484	232	371	342	43v	93^	869	437	651	530	81^	195	191	17v	93^	70^
11.00 - 11.30				A	19.7	36	1468	1710	453	227	491	205	388	349	38v	77^	893	417	665	557	79^	194	202	38v	124^	99^
NFL MONDAY NIGHT FOOTBALL	14	200	203	A	17.0	27	1267	1447	371	151	387	131	262	243	44^	105	815	284	513	483	113	233	137	19v	108	91^
1 MON. 9.00P 175 ABC SE		96	99	B	20.4	34	1520	1585	418	175	448	169	298	266	59	114	887	349	583	541	131	226	147	26	103	76
2 MON. 9.00P 160																										
9.00 - 9.30				A	16.9	24	1259	1473	377	150	386	98^	240	224	64^	126	798	261	483	468	120	240	127	12v	162	128
9.30 - 10.00				A	19.5	28	1453	1478	367	137	378	109	238	219	56^	119	828	270	500	495	108	249	128	8v	144	113
10.00 - 10.30				A	19.6	29	1460	1464	365	141	375	130	262	234	40^	97	832	287	519	494	120	240	158	27^	99	80^
10.30 - 11.00				A	17.2	26	1281	1405	334	132	347	112	237	226	33^	89^	822	312	525	473	124	234	140	19v	96^	87^
11.00 - 11.30				A	14.4	27	1073	1405	403	188	427	181	313	299	30^	87^	781	288	534	488	98^	193	131	30^	66^	66^
11.30 - 12.00				A	13.5	32	1006	1465	426	212^	490	256	372	328	22v	80^	828	309	514	424	99^	246	127^	20v	20v	20v
ONE DAY AT A TIME	10	194	189	A	25.4	36	1892	1887	763	333	856	347	562	462	119	230	589	285	385	330	96	166	233	133	209	147
MON. 9.30P 30 CBS CS		99	98	B	23.2	34	1728	1838	798	334	884	368	581	474	111	228	557	241	356	318	79	153	225	116	172	126
PAPER CHASE	10	173	169	A	12.4	19	924	1635	705	254	782	227	366	338	101^	334	599	226	322	343	75^	195	111^	79^	143	76^
TUE. 8.00P 60 CBS GD		97	95	B	12.4	19	924	1702	724	284	817	272	437	400	120	296	618	250	351	328	96	208	116	62	151	86
8.00 - 8.30				A	12.3	19	916	1616	696	250	774	222	365	328	108^	334	595	222	325	333	76^	194	99^	73^	148	74^
8.30 - 9.00				A	12.5	19	931	1646	715	252	787	234	365	348	92^	331	599	229	319	351	74^	194	122^	83^	138	79^
PINK PANTHER'S CHRISTMAS(S)			198	A	25.3	37	1885	2297	730	239	797	381	561	480	67^	154	469	244	338	285	71^	99^	214	106^	817	542
2 THU. 8.30P 30 ABC EA			99																							
PROJECT U.F.O.	7	154	187	A	10.4	16	775	1659	644	235	700	166	343	360	140^	292	675	184	332	310	158^	284	140^	27v	144^	106^
THU. 8.00P 60 NBC SF		81	93	B	11.5	19	857	1835	645	224	703	195	363	365	145	270	683	222	376	376	137	233	167	39	282	205
8.00 - 8.30				A	10.0	16	745	1667	626	235	673	162^	322	346	139^	280	682	197	338	305	152^	282	146^	29v	166^	131^
8.30 - 9.00				A	10.8	16	805	1630	661	228	714	165	356	367	138^	301	664	170	323	313	163	284	129^	23v	123^	84^
QUINCY, M.E.	11	200	212	A	19.6	30	1460	1790	816	268	893	340	588	537	95	240	593	217	349	324	99	185	142	69^	162	130
THU. 9.00P 60 NBC OP		97	99	B	18.8	30	1401	1763	745	276	830	298	529	485	118	241	622	213	379	367	111	176	151	66	160	130
9.00 - 9.30				A	18.9	29	1408	1798	797	258	670	334	573	525	94	234	598	223	354	318	99	192	154	71^	176	145
9.30 - 10.00				A	20.3	31	1512	1769	829	274	907	340	600	545	96	242	584	211	345	329	95	175	130	66^	148	114

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
RAGGEDY ANN AND ANDY(S)		197		A	24.1	38	1795	2119	643	131^	684	330	453	346	93^	201	456	233	331	291	31v	95^	185	92^	794	485
1 THU. 8.30P 30 CBS EA		98																								
RHODA	9	133	164	A	11.2	19	834	1746	769	193	806	174	340	340	140^	372	573	145^	227	265	91^	269	97^	62^	270	178
SAT. 8.00P 30 CBS CS		86	94	B	12.7	24	946	1782	785	286	868	264	438	390	145	355	504	155	255	256	75	207	127	77	283	179
ROCKFORD FILES	11	187	200	A	19.0	31	1416	1790	789	293	872	290	472	435	136	312	678	204	365	348	155	243	90	40^	150	109
FRI. 9.00P 60 NBC PD		94	97	B	16.7	29	1244	1717	778	271	854	248	430	422	153	335	649	189	338	351	130	242	86	43	128	97
9.00 - 9.30				A	18.7	31	1393	1811	787	296	877	286	478	446	134	313	672	200	364	346	152	239	92	40^	170	115
9.30 - 10.00				A	19.3	32	1438	1763	789	290	866	293	467	423	139	312	680	208	363	349	159	243	85^	39^	132	104
RUDOLPH-RED-NOSE REINDEER(S)			192	A	24.8	37	1848	2465	701	253	799	360	548	421	81^	212	448	212	298	256	54^	108^	274	143	944	549
2 WED. 8.00P 60 CBS EA			98																							
8.00 - 8.30				A	24.2	37	1803	2463	706	251	798	355	549	419	81^	214	436	204	290	254	52^	104^	262	141	967	559
8.30 - 9.00				A	25.5	38	1900	2453	693	253	795	363	542	417	83^	211	457	221	307	257	59^	111^	282	145	919	539
RUDOLPH'S SHINEY NEW YEAR(S)			187	A	19.0	31	1416	2317	597	181	723	308	489	383	102^	190	535	229	389	274	79^	125^	193	112^	866	574
2 SAT. 8.00P 60 ABC EA			98																							
8.00 - 8.30				A	18.4	30	1371	2284	555	165^	681	283	459	365	87^	181	551	249	411	281	73^	121^	194	117^	858	573
8.30 - 9.00				A	19.5	32	1453	2354	635	195	760	329	515	402	116^	198	518	210	370	266	85^	125^	196	109^	880	579
SANTA CLAUS-COMING-TOWN(S)			187	A	15.8	24	1177	2568	693	168^	758	283	545	429	113^	198^	558	285	434	333	52v	83^	367	162^	885	541
2 SUN. 7.00P 60 ABC EA			98																							
7.00 - 7.30				A	14.9	23	1110	2502	690	167^	758	265	530	423	118^	208^	538	270	415	313	45v	80^	356	156^	850	517
7.30 - 8.00				A	16.8	26	1252	2604	691	166^	752	294	554	432	104^	185^	570	299	448	351	55^	81^	371	165^	911	559
SESAME STREET CHRISTMAS(S)			188	A	14.9	25	1110	2109	714	141^	762	304	479	464	116^	241	498	202^	325	295	63^	146^	97^	15v	752	354
2 FRI. 8.00P 60 CBS GV			99																							
8.00 - 8.30				A	14.5	24	1080	2112	724	127^	758	321	475	442	116^	240	509	222^	327	294	63^	150^	96^	15v	749	346
8.30 - 9.00				A	15.2	25	1132	2110	706	153^	766	287	486	486	116^	242	483	179^	318	294	63^	141^	102^	15v	759	365
60 MINUTES	13	201	202	A	28.5	44	2123	1760	765	295	850	246	399	378	131	365	751	216	367	382	141	306	96	29^	63	44^
SUN. 7.00P 60 CBS DN		99	99	B	24.1	39	1795	1745	756	305	835	224	402	387	133	346	745	216	370	377	143	296	85	35	80	54
7.00 - 7.30				A	27.0	42	2012	1755	760	286	846	237	389	375	134	369	753	209	363	379	146	315	92	27^	64	43^
7.30 - 8.00				A	29.9	45	2228	1764	770	305	854	255	406	381	126	360	752	224	370	387	137	300	99	30^	59	40^
SOAP	11	187	189	A	19.6	30	1460	1922	718	276	799	425	598	490	57^	132	656	375	504	405	75^	116	241	116	226	124
THU. 9.30P 30 ABC CS		98	99	B	21.6	35	1609	1896	751	337	834	438	633	497	76	140	660	362	500	391	68	118	238	133	164	113
STARSKY AND HUTCH	10	201		A	19.0	31	1416	1740	709	336	833	365	578	454	94^	212	557	240	329	286	92^	170^	166^	112^	184	111^
1 TUE. 10.00P 60 ABC OP		99		B	19.1	32	1423	1750	715	306	805	385	581	476	75	158	611	301	433	356	80	129	203	97	131	98
10.00 - 10.30				A	19.3	31	1438	1784	725	329	844	369	589	453	102^	218	567	241	353	305	88^	166^	161^	111^	212	130^
10.30 - 11.00				A	18.7	31	1393	1686	693	344	821	361	563	452	86^	209	543	238	306	263	98^	175^	167^	112^	155^	91^
STORY OF CHRISTMAS(S)		190		A	10.7	18	797	2018	796	159^	949	184^	339	353	78v	545	773	373	500	433	105^	245^	91^	71v	205^	106^
1 SAT. 9.00P 60 NBC GV		92																								
9.00 - 9.30				A	11.3	19	842	2078	778	164^	923	191^	330	341	73v	526	792	404	526	473	98^	233^	114^	96^	249^	126^
9.30 - 10.00				A	10.0	17	745	1952	819	154^	980	172^	346	367	86^	572	749	341	470	391	111^	251^	65v	43v	158^	83v
TAXI	11	202	196	A	26.2	40	1952	1881	757	327	848	355	591	474	116	210	575	284	406	327	78	132	212	121	246	165
TUE. 9.30P 30 ABC CS		99	99	B	24.5	37	1825	1883	742	319	833	400	595	477	90	177	574	282	404	335	72	123	245	132	231	163
THREE'S COMPANY	11	207	201	A	31.4	47	2339	2029	777	318	861	376	595	477	115	211	588	272	406	341	75	136	217	128	363	251
TUE. 9.00P 30 ABC CS		99	99	B	29.3	44	2183	2019	765	325	854	408	604	480	97	190	563	267	390	319	71	125	277	154	325	232

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
TRIBUTE TO JIMMY STEWART(S) 2 THU. 10.00P 60 CBS AC			194 / 99	A	27.9	45	2079	1563	759	256	841	191	357	371	192	389	603	142	266	283	163	292	80^	41^	39^	31v
10.00 - 10.30				A	27.8	44	2071	1560	755	246	833	186	351	367	187	385	601	150	267	277	158	291	77^	44^	49^	40^
10.30 - 11.00				A	28.0	46	2086	1563	763	266	848	194	362	372	197	393	604	133	265	285	169	294	82^	36^	29v	21v
20/20(S) 1 THU. 10.00P 60 ABC DN		188 / 98		A	16.2	28	1207	1690	672	245	762	384	558	465	76^	152^	718	337	497	412	83^	157^	134^	41v	76^	42v
10.00 - 10.30				A	17.9	30	1334	1724	689	235	778	393	566	478	74^	155^	712	345	511	420	80^	143^	141^	38v	93^	55^
10.30 - 11.00				A	14.5	26	1080	1636	653	256	741	373	545	448	79^	149^	717	321	474	399	88^	174^	125^	43v	53v	24v
VEGA$ 2 WED. 10.00P 60 ABC PD	10		190 / 97	A	17.0	28	1267	1650	708	234	812	315	505	464	94^	195	578	241	373	342	91^	139^	157^	103^	103^	99^
				B	19.9	33	1483	1718	745	307	828	318	529	487	110	217	599	221	357	309	110	189	164	90	127	101
10.00 - 10.30				A	17.2	28	1281	1661	705	235	811	312	500	454	94^	196	578	242	372	333	94^	141^	163^	110^	109^	99^
10.30 - 11.00				A	16.9	29	1259	1620	708	230	807	314	507	473	89^	190^	572	238	371	348	89^	136^	146^	93^	95^	95^
WALTONS 2 THU. 8.00P 60 CBS GD	10		198 / 99	A	23.7	36	1766	1710	805	328	901	268	410	369	183	414	546	163	195	215	152	291	91^	81^	172	95^
				B	19.4	32	1445	1833	840	279	937	244	398	372	176	458	572	156	225	251	125	281	101	57	223	122
8.00 - 8.30				A	22.8	35	1699	1717	811	328	907	277	419	377	184	409	552	157	186	213	163	299	89^	79^	169	101^
8.30 - 9.00				A	24.7	37	1840	1689	794	325	890	255	396	357	184	419	536	167	203	211	143	284	90^	82^	173	91^
WEDNESDAY MOVIE OF-WEEK WED. 9.00P 120 NBC FF	11	194 / 97	193 / 98	A	15.9	25	1185	1754	677	250	768	298	484	475	114	216	777	317	527	484	102^	183	124	48^	85^	45^
				B	17.7	28	1319	1797	729	260	796	317	498	442	106	228	694	291	459	415	98	174	162	72	145	100
9.00 - 9.30				A	15.6	23	1162	1739	627	205	746	278	442	424	127	240	763	302	513	476	98^	190	107	44^	123	48^
9.30 - 10.00				A	15.9	24	1185	1773	694	257	768	298	486	469	111	218	799	324	546	505	100^	188	121	52^	85^	35^
10.00 - 10.30				A	16.1	25	1199	1753	689	264	774	303	503	503	111	203	778	328	536	488	102^	173	131	50^	70^	50^
10.30 - 11.00				A	16.1	26	1199	1732	683	263	775	306	500	499	107	200	757	312	513	459	107	175	133	46^	67^	46^
WEEKEND SAT. 10.00P 60 NBC DN	2	200 / 97	197 / 97	A	8.9	16	663	1633	751	221	832	173^	358	381	199	397	658	215	359	338	177^	242	70^	23v	73^	26v
				B	8.9	16	663	1633	751	221	832	173	358	381	199	397	658	215	359	338	177	242	70	23	73	26
10.00 - 10.30				A	9.2	16	685	1682	791	225	875	175^	378	389	200	424	659	215	356	326	171^	242	71^	24v	77^	30v
10.30 - 11.00				A	8.6	16	641	1571	704	211	783	170^	335	371	198	368	654	216	363	347	181^	242	67^	22v	67^	21v
WELCOME BACK, KOTTER 1 SAT. 8.00P 30 ABC CS	5	161 / 88		A	13.1	23	976	1895	649	200^	702	290	423	373	97^	209^	592	247^	378	355	77^	146^	219^	129^	382	291
				B	14.6	27	1088	2148	723	266	803	333	515	414	104	230	666	292	447	378	79	163	222	108	457	335
WHAT'S HAPPENING 1 THU. 8.30P 30 ABC CS	8	176 / 95		A	20.6	32	1535	2068	690	293	777	271	515	424	93^	200	691	302	476	391	91^	155^	243	129^	357	246
				B	23.2	38	1728	2215	689	312	778	399	600	465	67	129	641	337	501	392	53	98	314	162	482	356
WHITE SHADOW MON. 8.00P 60 CBS GD	2	183 / 99	180 / 97	A	19.6	29	1460	2147	743	278	811	328	573	507	75^	167	692	316	477	412	94	183	207	89	437	276
				B	19.6	29	1460	2147	743	278	811	328	573	507	75	167	692	316	477	412	94	183	207	89	437	276
8.00 - 8.30				A	18.6	28	1386	2136	740	266	803	324	557	496	72^	175	690	314	472	414	90^	184	197	84^	446	277
8.30 - 9.00				A	20.5	29	1527	2160	749	289	823	335	590	516	76^	162	693	320	482	415	95	179	212	91	432	276
WHO'S WATCHING THE KIDS 2 FRI. 8.30P 30 NBC CS	8		150 / 82	A	13.4	22	998	1899	771	388	860	272	501	378	119^	290	604	205^	355	326	126^	194^	255	105^	180^	136^
				B	11.8	21	879	1945	711	290	824	258	433	383	154	321	560	199	315	278	111	200	209	106	352	264
WINNIE-POOH-BLUSTERY DAY(S) 1 FRI. 8.00P 30 NBC EA		191 / 97		A	18.6	31	1386	2188	600	251	702	308	518	385	59^	140^	508	238	359	273	53^	110^	165^	60^	813	511
WONDER WOMAN 1 FRI. 8.00P 60 CBS SF	9	159 / 90		A	17.1	28	1274	1900	644	198	717	265	407	330	91^	255	627	215	367	370	88^	194	148^	38v	408	271
				B	16.7	30	1244	2127	705	241	777	296	475	424	110	238	647	234	408	379	91	185	170	66	533	327
8.00 - 8.30				A	16.0	27	1192	1805	632	167^	697	225	373	325	89^	266	619	209	346	370	87^	197^	152^	44v	337	220
8.30 - 9.00				A	18.3	30	1363	1963	646	223	726	296	432	334	90^	239	626	218	381	371	86^	186	142^	32v	469	314
WONDERFUL WORLD OF DISNEY CONT'D	12	211	212	A	16.5	25	1229	2234	682	194	778	280	465	375	110	275	672	257	451	382	112	185	201	76^	583	375

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EVENING CONT'D																										
WONDERFUL WORLD OF-CONT'D																										
1 SUN. 7.05P 55 NBC FV		99	99	B	18.6	30	1386	2271	670	214	738	275	456	407	104	227	706	300	477	417	82	168	232	105	595	381
2 SUN. 7.03P 60																										
7.00 - 7.30				A	16.3	25	1214	2207	657	198	749	287	473	371	101	243	677	260	450	388	120	188	212	73^	569	370
7.30 - 8.00				A	16.6	25	1237	2259	700	192	799	271	454	377	113	300	659	250	447	375	101	180	198	80^	603	386
YOUNG AND FOOLISH(S)			194	A	17.8	29	1326	1884	760	232	859	238	492	454	138^	326	515	168^	326	332	58^	164^	151^	55^	359	241
2 FRI. 9.00P 60 CBS GV			99																							
9.00 - 9.30				A	18.4	30	1371	1939	773	237	871	240	502	457	146^	336	535	180	341	343	64^	169^	146^	47^	387	252
9.30 - 10.00				A	17.3	29	1289	1805	739	223	839	231	476	444	127^	316	486	152^	303	314	54^	159^	154^	62^	326	225
•LATE FRINGE																										
ABC WEEKEND REPORT-SAT.	10	147	148	A	9.1	18	678	1577	675	248	759	308	453	430	125^	229	616	206	386	350	90^	161^	95^	49^	107^	91^
SAT. 11.00P 15 ABC N		89	89	B	7.6	16	566	1681	744	250	810	299	513	452	110	227	650	250	432	355	94	163	112	56	109	90
ABC WEEKEND REPORT-SUN.	10	157	152	A	5.3	14	395	1458	668	210^	686	250^	438	409	61v	196^	551	235^	403	406	18v	86^	205^	76v	16v	LT
1 SUN. 11.55P 15 ABC N		93	92	B	5.9	14	440	1550	730	270	800	342	550	462	101	185	615	269	438	362	64	137	86	27	49	32
2 SUN. 11.00P 15																										
BARETTA-11:30PM	10	143	140	A	5.5	21	410	1259	544	188^	561	198^	356	345	75v	148^	398	123^	289^	256^	51v	95^	207^	90^	93^	93^
1 FRI. 12.49A 66 ABC OP		88	89	B	5.4	18	402	1432	600	232	656	264	446	385	55	146	574	217	411	378	75	105	118	53	84	74
2 FRI. 11.30P 65																										
11.30 - 12.00				A	7.4	21	551	1419	725	324^	742	272^	491	481	82v	186^	319^	63v	189^	239^	48v	80v	246^	96v	112v	112v
12.00 - 12.30				A	7.3	25	544	1088	355^	44v	384^	95v	148^	212^	65v	172^	345^	150^	265^	179^	53v	80v	329^	154^	30v	30v
1.00 - 1.30				A	3.7	17	276	1312	537^	193v	537^	212v	436^	340^	80v	80v	508^	146v	366^	322^	51v	142v	93v	46v	174v	174v
1.30 - 2.00				A	3.4	19	253	1403	647^	264^	647^	264^	478^	361^	85v	85v	605^	190v	502^	446^	44v	103v	52v	LT	99v	99v
CBS SUNDAY NEWS-BRADLEY	10	128	131	A	10.8	21	805	1620	729	327	819	221	410	486	112^	281	666	177	321	381	174	274	27v	LT	108^	69^
SUN. 11.00P 15 CBS N		78	78	B	7.7	16	574	1532	689	242	764	199	393	425	130	277	640	193	338	348	118	223	70	33	58	32
LATE MOVIE I	48	157	159	A	7.6	28	566	1346	670	203	722	215	424	431	106^	213	511	205	326	310	79^	131	87^	26v	26v	9v
MON. 11.30P 69 CBS FF		88	90	B	6.9	25	514	1357	660	229	724	256	447	426	94	196	513	203	332	308	65	124	91	38	29	14
1 TUE. 11.30P 73																										
1 WED. 11.30P 109																										
THU. 11.30P 27																										
1 FRI. 11.30P 72																										
2 TUE. 11.30P 70																										
2 WED. 11.30P 117																										
2 FRI. 12.00M 73																										
11.30 - 12.00				A	9.0	27	671	1402	700	238	739	228	439	437	110	218	555	203	329	330	102	157	82^	19v	26^	LT
12.00 - 12.30				A	7.3	27	544	1333	675	195	740	202	416	437	103^	232	479	208	320	288	57^	116	83^	32^	31^	17v
12.30 - 1.00				A	5.7	27	425	1320	558	138^	638	221	412	373	99^	168	538	256	390	337	87^	113^	118^	49^	26v	LT
1.00 - 1.30				A	5.6	39	417	1206	720	111v	720	225^	477^	515^	108v	140v	379^	156^	312^	271^	LT	LT	107v	55v	LT	LT
LATE MOVIE II	48	157	159	A	5.0	27	373	1252	666	206	714	234	427	463	106^	186	446	183	303	282	75^	99^	60^	13v	32v	LT
1 MON. 12.42A 43 CBS FF		88	90	B	4.7	27	350	1258	588	220	672	280	440	400	79	163	493	244	371	313	53	78	72	34	21	LT
1 TUE. 12.43A 43																										
1 WED. 1.22A 15																										
1 THU. 12.07A 49																										
1 FRI. 12.45A 44																										
2 MON. 12.42A 40																										
2 TUE. 12.43A 42																										
2 WED. 1.30A 17																										
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
LATE MOVIE II-CONT'D																										
2 THU. 12.07A 53																										
2 FRI. 1.16A 41																										
12.00 - 12.30				A	6.2	25	462	1481	714	195^	753	277	467	437	78^	179^	623	234^	445	419	92^	117^	61v	LT	44v	LT
12.30 - 1.00				A	5.9	30	440	1380	729	329	777	307	489	439	91^	179^	506	208^	327	330	98^	98^	67v	LT	30v	LT
1.00 - 1.30				A	4.8	29	358	1145	633	218	695	223	419	478	97^	179	374	147^	240	221	72^	103^	65^	LT	LT	LT
1.30 - 2.00				A	3.8	28	283	936	636	106v	636	141^	357^	406^	230^	230^	265^	48v	134^	211^	54v	54v	LT	LT	31v	LT
MIDNIGHT SPECIAL	10	196	194	A	3.6	23	268	1164	607	152^	619	381^	452^	351^	63v	100v	429^	261^	377^	276^	LT	19v	116v	82v	LT	LT
FRI. 1.00A 90 NBC PC		97	97	B	3.3	22	246	1246	508	230	600	328	438	319	48	97	445	321	402	247	20	23	180	96	21	21
1.00 - 1.30				A	4.4	23	328	1177	573	155^	594	328^	393	387	58v	98^	440	318^	412	265^	21v	28v	143^	89v	LT	LT
1.30 - 2.00				A	3.6	23	268	1243	674	153^	674	413^	503	384^	71v	93v	459^	238^	350^	257^	LT	LT	110v	83v	LT	LT
2.00 - 2.30				A	2.7	22	201	1020	586^	164^	592^	432^	487^	259^	55v	105v	353^	198^	353^	319^	LT	LT	75v	60v	LT	LT
NBC LATE NIGHT MOVIE	10	108	107	A	2.8	13	209	1301	564^	104v	627	274^	426^	363^	34v	105v	626	287^	426^	365^	129v	200^	38v	LT	LT	LT
1 SUN. 11.30P 125 NBC FF		62	64	B	2.7	14	201	1308	507	100	587	185	361	330	55	151	566	241	426	365	81	115	99	65	56	56
2 SUN. 11.33P 98																										
11.30 - 12.00				A	3.3	10	246	1309	594	147^	684	284^	439^	375^	61v	135^	541	219^	394^	357^	89v	147^	52v	LT	32v	32v
12.00 - 12.30				A	2.8	12	209	1301	515^	95v	582^	291^	425^	297^	28v	89v	670	335^	474^	393^	100v	196^	49v	LT	LT	LT
12.30 - 1.00				A	2.5	14	186	1387	596^	108v	650^	274^	430^	387^	27v	118v	704	349^	467^	392^	129v	237^	33v	LT	LT	LT
1.00 - 1.30				A	3.2	22	238	1252	655^	84v	655^	273^	479^	458^	LT	71v	597^	239v	353^	278^	244v	244v	LT	LT	LT	LT
POLICE WOMAN	10	177	176	A	7.0	25	522	1510	625	166^	740	181^	367	433	68^	196^	590	199^	403	349	80^	108^	141^	44v	39v	13v
1 WED. 11.30P 67 ABC OP		96	95	B	6.8	25	507	1377	662	210	729	221	439	437	78	199	526	194	329	285	72	131	91	38	31	24
2 WED. 11.30P 68																										
11.30 - 12.00				A	7.7	24	574	1608	602	170^	715	164^	334	385	75^	223	654	260	461	332	87^	113^	188^	46v	51v	25v
12.00 - 12.30				A	6.6	26	492	1457	651	168^	771	201^	401	476	63v	175^	555	153^	372	382	70^	106^	102^	38v	29v	LT
SATURDAY NIGHT	9	209	208	A	13.5	39	1006	1863	574	312	719	458	555	385	58^	108^	731	492	636	469	51^	64^	302	142	111^	80^
1 SAT. 11.30P 80 NBC GV		99	99	B	12.2	37	909	1733	561	310	682	442	560	369	40	75	723	508	636	449	43	57	261	130	67	57
2 SAT. 11.30P 78																										
11.30 - 12.00				A	13.9	35	1036	1880	567	357	725	438	543	387	77^	139	722	461	611	468	53^	73^	311	155	122	86^
12.00 - 12.30				A	13.9	41	1036	1869	575	316	729	488	581	383	50^	88^	727	501	639	459	55^	60^	303	139	110^	78^
12.30 - 1.00				A	12.1	42	901	1629	613	338	661	412	476	360	40v	92^	703	503	628	471	28v	42v	244^	90^	21v	LT
STARSKY AND HUTCH-11:30	10	178	178	A	7.0	25	522	1473	609	253	766	329	522	450	48v	138^	563	288	385	292	97^	128^	84^	21v	60v	35v
1 THU. 11.30P 67 ABC OP		96	97	B	6.6	25	492	1471	657	261	765	324	526	458	51	145	520	252	364	282	68	111	125	56	61	35
2 THU. 11.30P 70																										
11.30 - 12.00				A	7.6	23	566	1523	629	279	787	326	547	475	54v	137^	627	362	437	268	96^	134^	68^	28v	41v	30v
12.00 - 12.30				A	6.8	27	507	1422	594	238^	748	323	498	435	47v	139^	507	216^	333	300	102^	128^	94^	9v	73^	38v
SWAT-WED	10	165	163	A	3.5	20	261	1103	552	146^	640	196^	338^	410^	31v	149^	360^	69v	192^	265^	69v	69v	103v	95v	LT	LT
1 WED. 12.37A 48 ABC OP		93	92	B	3.9	23	291	1263	561	208	658	267	404	359	70	181	502	240	369	303	52	77	86	45	17	LT
2 WED. 12.38A 47																										
12.30 - 1.00				A	3.7	19	276	1268	638	188^	718	221^	391^	478	37v	146^	453	124^	268^	326^	87v	87v	97v	94v	LT	LT
1.00 - 1.30				A	3.3	22	246	947	475^	101v	561	171^	285^	345^	24v	150^	276^	LT	114v	203^	57v	57v	110v	93v	LT	LT
SWAT-THUR	10	166	166	A	4.4	26	328	1378	594	192^	737	378^	476	400	22v	140^	371^	154^	255^	237^	83v	104^	169^	101^	101^	22v
1 THU. 12.37A 44 ABC OP		93	93	B	4.0	25	298	1260	595	240	684	326	456	392	48	154	404	176	292	211	64	98	103	45	69	31
2 THU. 12.40A 50																										
12.30 - 1.00				A	4.5	24	335	1421	564	183^	746	397	505	374	24v	133^	401	162^	276^	261^	81v	100^	134^	74v	140^	48v
1.00 - 1.30				A	4.3	27	320	1353	618	199^	725	363^	449	419	15v	141^	357^	157^	251^	225^	85v	106^	202^	125^	69v	LT
TOMORROW SHOW	39	173	173	A	2.9	20	216	1046	657	129^	680	268^	384	412	107^	185^	338	204^	291	235^	LT	24v	28v	LT	LT	LT
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																													
TOMORROW SHOW-CONT'D																													
M-TH 1.00A	45	NBC	CC		98	98	B	2.4	19	179	1067	656	194	698	230	363	413	79	212	323	150	228	190	39	61	40	LT	LT	LT
1.00 - 1.30							A	3.3	21	246	1045	659	126^	683	264	390	423	102^	179^	337	199^	284	232^	25v	29v	25v	LT	LT	LT
TONIGHT SHOW				49	211	211	A	8.2	29	611	1383	680	238	744	301	441	448	97^	191	556	275	380	314	78^	131	67^	12v	16v	12v
1 M & F 11.30P	75	NBC	GV		99	99	B	7.4	28	551	1409	711	282	778	290	465	450	104	214	548	255	382	313	81	128	69	23	14	11
1 TUE. 11.30P	79																												
1 WED. 11.30P	77																												
1 THU. 11.30P	80																												
2 MON. 11.30P	77																												
2 TU & F 11.30P	78																												
2 W & TH 11.30P	75																												
11.30 - 12.00							A	9.9	29	738	1419	671	261	747	290	437	449	99	203	572	270	381	328	88	140	72^	13v	28^	18v
12.00 - 12.30							A	7.7	29	574	1355	691	233	744	307	444	446	96^	187	543	275	377	307	76^	124	60^	9v	LT	LT
12.30 - 1.00							A	5.6	28	417	983	588	202^	624	101v	312^	410^	166^	214^	359^	85v	163^	237^	45v	122v	LT	LT	LT	LT
TUESDAY MOVIE OF THE WEEK				8	171	170	A	8.0	30	596	1401	542	186^	644	255	434	377	43v	127^	565	270	460	319	76^	76^	134^	71^	58^	46v
TUE. 11.30P	71	ABC	FF		96	95	B	6.3	26	469	1390	604	227	699	304	509	430	36	112	540	241	413	348	61	79	85	38	66	56
11.30 - 12.00							A	8.2	27	611	1445	559	213	675	259	446	386	51v	145^	577	272	458	314	84^	84^	136^	67^	57^	57^
12.00 - 12.30							A	7.9	32	589	1348	520	157^	610	246	417	365	38v	111^	541	268	449	312	67^	67^	140^	73^	57^	36v
TUESDAY MOVIE-WEEK PART2				6	171	170	A	7.5	41	559	1401	552	195^	623	246	437	379	26v	115^	589	252	481	359	90^	90^	96^	75^	93^	57^
1 TUE. 12.41A	44	ABC	FF		96	95	B	5.7	35	425	1424	590	190	660	292	484	379	21	96	589	274	487	373	54	78	80	55	95	72
2 TUE. 12.41A	40																												
1.00 - 1.30							A	7.4	43	551	1426	553	191^	613	245	434	378	20v	112^	593	248	475	357	98^	98^	109^	76^	111^	68^
•WEEKDAY DAYTIME																													
ABC AFTERSCHOOL SPECIAL(S)						183	A	6.2	17	462	1639	543	144^	577	210^	293^	277^	138^	212^	369^	184^	194^	84v	74v	121v	323^	204^	370^	224^
2 WED. 4.30P	60	ABC	FV			96																							
4.30 - 5.00							A	5.8	17	432	1606	562^	185^	599	252^	329^	281^	144^	212^	280^	80v	80v	65v	88v	135v	336^	155^	391^	220^
5.00 - 5.30							A	6.7	17	499	1627	511	107v	541	169^	255^	262^	128^	206^	434^	270^	285^	93v	60v	107v	304^	240^	348^	222^
ALL IN THE FAMILY M-F				49	169	169	A	5.1	27	380	1405	662	87^	702	307	418	334	94^	229	329	102^	137^	100^	63^	163	108^	74^	266	84^
M-F 10.00A	30	CBS	CS		94	94	B	4.8	26	358	1377	673	89	728	316	476	397	113	202	333	120	165	134	67	137	89	56	227	88
ALL MY CHILDREN				49	188	189	A	8.6	33	641	1362	900	181	1003	501	719	568	60^	189	177	61^	86^	92^	36^	71^	87^	84^	95	23v
M-F 1.00P	60	ABC	DD		98	98	B	8.2	32	611	1362	871	188	982	526	737	567	63	158	214	94	122	99	29	67	81	66	85	28
1.00 - 1.30							A	9.0	35	671	1331	895	190	991	498	716	565	52^	181	170	57^	80^	87^	33^	66^	77^	76^	93	21v
1.30 - 2.00							A	8.4	32	626	1331	876	168	976	487	695	553	64^	186	173	62^	87^	93^	37^	70^	89^	88^	93^	21v
AMERICA ALIVE				48	185	187	A	3.5	14	261	1134	716	68^	775	131^	258	299	145^	445	245	42v	115^	114^	24v	123^	22v	LT	92^	38v
M-F 12.00N	60	NBC	GV		92	92	B	3.2	14	238	1217	746	113	802	173	316	332	122	403	302	67	110	84	46	175	37	LT	76	25
12.00 - 12.30							A	3.4	14	253	1119	703	47v	755	110^	257	321	135^	411	237^	48v	138^	134^	20v	95^	28v	LT	99^	43v
12.30 - 1.00							A	3.6	14	268	1134	720	78^	787	148^	257	279	153^	471	246	37v	93^	96^	23v	142^	19v	LT	82^	30v
ANOTHER WORLD				49	204	205	A	7.7	25	574	1183	816	144	863	240	421	432	165	357	181	53^	99^	85^	21v	76^	56^	42^	83^	30^
M-F 3.00P	60	NBC	DD		99	99	B	7.2	25	536	1203	790	143	870	261	437	416	149	355	206	57	88	73	38	106	54	39	73	30
3.00 - 3.30							A	7.1	24	529	1195	814	143	871	250	410	424	164	375	182	59^	108^	92^	21v	67^	46^	34^	96^	34^
3.30 - 4.00							A	8.3	26	618	1165	815	140	858	236	431	441	163	339	179	47^	89^	78^	21v	83^	59^	48^	69^	23v
AS THE WORLD TURNS				49	196	195	A	8.2	30	611	1257	836	119	945	220	453	392	128	431	217	42^	93^	92^	33^	114	45^	31^	50^	8v
M-F 1.30P	60	CBS	DD		99	99	B	7.9	30	589	1267	881	131	965	242	480	435	135	410	208	45	94	83	26	104	41	31	53	12
1.30 - 2.00							A	7.7	29	574	1240	835	135	941	224	439	370	137	447	233	43^	95^	91^	37^	128	33^	20v	33^	LT
2.00 - 2.30							A	8.7	32	648	1259	830	97	941	213	460	408	118	416	199	42^	88^	87^	31^	102	55^	42^	64^	11v

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKDAY DAYTIME CONT'D																										
CAPTAIN KANGAROO	49	186	186	A	3.2	18	238	1462	396	76^	408	152^	274	223^	37v	117^	159^	50v	59v	56v	LT	96^	50v	41v	845	165^
M-F 8.00A 60 CBS C		99	99	B	3.2	18	238	1513	415	56	430	206	297	236	51	112	162	47	72	59	26	82	55	29	866	180
8.00 - 8.30				A	2.9	17	216	1505	421	102^	430	149^	292	246^	46v	120^	167^	47v	51v	45v	LT	111^	46v	37v	862	204^
8.30 - 9.00				A	3.6	20	268	1384	361	45v	372	141^	245	202^	29v	108^	150^	53v	64^	59^	LT	82^	60^	49v	802	123^
CARD SHARKS	49	142	144	A	4.1	22	305	1200	691	111^	776	170^	344	351	112^	360	282	19v	68^	70^	46v	203	37v	33v	105^	56^
M-F 10.00A 30 NBC QG		83	84	B	4.1	22	305	1228	710	149	784	186	355	332	113	362	333	40	90	102	64	210	32	16	79	36
CBS MID-DAY NEWS-EDWARDS	48	165	163	A	5.5	24	410	1346	795	121^	868	312	473	412	102^	334	210	87^	107^	73^	17v	101^	71^	56^	197	56^
M-F 11.54A 6 CBS N		88	88	B	5.3	25	395	1224	786	130	877	290	474	404	125	336	175	53	69	48	25	96	46	41	126	25
CBS MORNING NEWS	50	178	177	A	2.5	17	186	1349	698	280^	731	264^	473	441	125^	231^	388	98^	200^	151^	91^	172^	42v	37v	188^	107^
M-F 7.15A 45 CBS N		97	97	B	2.2	15	164	1279	600	248	680	227	392	380	116	233	423	86	196	207	74	196	35	LT	141	85
7.30 - 8.00				A	2.6	17	194	1289	675	242^	706	253^	469	423	118^	221^	346	67v	165^	124^	87^	165^	47v	47v	190^	97^
DAYS OF OUR LIVES	49	207	208	A	6.7	25	499	1192	812	154	885	262	417	420	168	409	192	60^	113^	101^	29v	73^	25v	14v	90^	30v
M-F 1.30P 60 NBC DD		99	99	B	6.2	24	462	1222	802	151	872	259	387	391	165	408	239	64	104	84	59	126	36	19	75	24
1.30 - 2.00				A	6.4	24	477	1174	812	143	879	268	409	416	168	417	187	56^	108^	98^	30v	73^	11v	LT	97^	31v
2.00 - 2.30				A	7.0	26	522	1184	802	157	880	257	419	416	166	396	194	65^	118	101^	27v	70^	30^	17v	80^	27v
DOCTORS	49	199	200	A	6.3	23	469	1179	795	149	880	234	403	401	183	417	185	58^	109^	103^	18v	68^	41^	34^	73^	25v
M-F 2.30P 30 NBC DD		96	97	B	5.8	22	432	1159	781	138	861	259	392	385	161	400	201	57	90	79	51	102	44	32	53	16
EDGE OF NIGHT	43	163	162	A	6.0	18	447	1345	728	157	844	324	490	416	73^	307	185	52^	76^	50^	54^	102^	136	89^	180	80^
1 MTUWF 4.00P 30 ABC DD		88	88	B	5.8	19	432	1358	760	155	899	359	550	453	102	294	190	62	76	45	46	99	119	77	150	74
2 M-F 4.00P 30																										
FAMILY FEUD	49	187	190	A	7.8	34	581	1336	716	143	835	334	493	403	106	269	291	107	142	102^	72^	144	70^	33^	140	46^
M-F 11.30A 30 ABC QP		98	99	B	7.3	33	544	1395	720	164	832	352	528	403	102	246	332	119	166	121	66	148	75	49	156	59
GENERAL HOSPITAL	45	191	191	A	8.4	27	626	1249	805	172	948	461	602	456	92^	267	118	26^	46^	45^	50^	64^	99	88^	84^	39^
M-F 3.00P 60 ABC DD		98	98	B	8.1	28	603	1262	802	166	936	454	606	457	109	265	136	44	64	53	32	61	92	77	98	54
3.00 - 3.30				A	8.1	28	603	1219	795	171	943	469	610	457	91^	263	121	30^	48^	45^	55^	67^	77^	68^	78^	31^
3.30 - 4.00				A	8.8	28	656	1247	803	169	935	445	581	443	94	271	109	22v	42^	41^	47^	61^	115	102	88^	46^
GOOD MORNING, AMERICA-730	50	188	188	A	3.2	21	238	1336	826	293	864	272	533	522	105^	209^	239^	25v	84^	135^	41v	96^	73^	34v	160^	89^
M-F 7.30A 30 ABC N		98	98	B	3.0	20	224	1301	785	265	814	287	480	485	106	193	292	78	147	178	28	82	52	LT	143	68
GOOD MORNING, AMERICA-830	50	189	189	A	4.2	24	313	1256	831	166^	882	281	485	444	106^	317	285	70^	122^	121^	42v	141^	19v	LT	70^	16v
M-F 8.30A 30 ABC N		97	97	B	3.9	22	291	1232	751	152	794	263	437	416	119	271	323	97	146	149	46	136	42	18	73	32
GUIDING LIGHT	49	187	189	A	8.4	29	626	1227	804	109	904	205	443	387	126	396	191	37^	73^	75^	41^	105	66^	56^	66^	24v
M-F 2.30P 60 CBS DD		99	99	B	7.7	28	574	1260	840	111	918	222	465	414	149	378	202	49	92	73	38	99	79	56	61	28
2.30 - 3.00				A	8.3	30	618	1204	812	101	905	199	431	377	126	411	184	33^	69^	67^	36^	108	57^	50^	58^	13v
3.00 - 3.30				A	8.4	29	626	1244	800	114	906	209	454	395	128	387	198	44^	80^	81^	47^	102	66^	59^	74^	36^
HAPPY DAYS M-F	49	173	176	A	5.2	26	387	1297	596	176	656	318	465	348	74^	134^	198	83^	127^	98^	38v	61^	171	98^	272	103^
M-F 11.00A 30 ABC CS		97	97	B	5.1	26	380	1413	590	159	677	341	507	365	63	134	266	126	175	136	27	61	167	98	303	125
HIGH ROLLERS	48	191	191	A	5.2	26	387	1214	772	127^	860	139^	327	338	168	452	300	21v	129^	140^	51^	160	18v	13v	36v	LT
M-F 11.00A 30 NBC QG		97	97	B	5.0	26	373	1223	745	132	827	159	327	297	159	433	327	54	117	102	78	194	34	21	35	14
HOLLYWOOD SQUARES(B)		85		A	2.3	9	171	1135^	690^	140v	813^	117v	205v	269v	106v	521^	106v	LT	LT	LT	LT	82v	LT	LT	216v	LT
1 THU. 1.00P 30 NBC QP		56																								
HOLLYWOOD SQUARES	44	148	148	A	4.2	16	313	1262	766	121^	807	169^	338	319	125^	434	323	57^	140^	130^	45v	170^	43v	LT	89^	64^
CONT'D																										

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
HOLLYWOOD SQUARES-CONT'D																										
1 MWF 1.00P 30 NBC QP		81	81	B	3.5	14	261	1221	748	111	792	169	319	308	142	419	319	72	126	104	64	177	34	LT	76	39
2 M-F 1.00P 30																										
JEOPARDY	49	171	172	A	4.5	23	335	1179	742	119^	820	152^	346	343	150^	400	290	18v	99^	105^	53^	179^	36v	21v	33v	18v
M-F 10.30A 30 NBC QG		89	89	B	4.2	22	313	1219	727	137	801	195	357	313	125	380	332	63	115	105	64	195	32	LT	54	23
JOEY AND REDHAWK PT I(S)			169	A	6.6	19	492	1642	521	LT	614	152^	311^	278^	80v	271^	359^	121v	121v	154^	57v	172^	298^	134^	371^	280^
2 MON. 4.00P 30 CBS CL			89																							
JOEY AND REDHAWK PT II(S)			172	A	5.9	18	440	1182	441^	130v	534^	154^	315^	309^	54v	182^	264^	76v	76v	27v	47v	161^	184^	105v	200^	134v
2 TUE. 4.00P 30 CBS CL			89																							
JOEY AND REDHAWK PT III(S)			173	A	7.5	23	559	1304	499	85v	542	75v	195^	237^	110v	283^	367^	93v	121^	192^	56v	175^	186^	100v	209^	97v
2 WED. 4.00P 30 CBS CL			89																							
JOEY AND REDHAWK PT IV(S)			172	A	6.8	21	507	1339	566	69v	720	278^	432^	376^	95v	237^	228^	11v	28v	46v	41v	171^	188^	116v	203^	61v
2 THU. 4.00P 30 CBS CL			89																							
JOEY AND REDHAWK PT V(S)			163	A	7.0	20	522	1305	424^	65v	491	129^	240^	228^	69v	226^	306^	147^	163^	94v	14v	143^	255^	80v	253^	96v
2 FRI. 4.00P 30 CBS CL			86																							
LOVE OF LIFE	48	182	182	A	5.9	26	440	1359	831	131^	895	364	527	429	96^	314	169	58^	78^	50^	14v	88^	83^	66^	212	46^
M-F 11.30A 24 CBS DD		94	94	B	5.5	26	410	1246	820	129	899	341	524	425	118	321	171	59	77	56	23	84	52	42	124	24
MAGAZINE(S)			177	A	5.1	24	380	1261	649	37v	680	341^	448^	421^	53v	193^	192^	44v	58v	14v	65v	134v	81v	81v	308^	40v
2 THU. 10.30A 60 CBS DN			95																							
10.30 - 11.00				A	5.2	25	387	1261	651	34v	651	323^	422^	389^	99v	205^	202^	56v	56v	LT	89v	146v	82v	82v	326^	75v
11.00 - 11.30				A	5.1	23	380	1208	621^	37v	681	344^	455^	438^	LT	172^	171^	31v	58v	27v	36v	113v	77v	77v	279^	LT
M*A*S*H M-F	49	181	179	A	7.7	24	574	1357	556	80^	674	213	390	296	81^	246	330	132	184	150	46^	119	215	90^	138	84^
M-F 3.30P 30 CBS CS		96	95	B	7.0	23	522	1407	617	91	696	246	421	346	83	209	327	142	202	148	38	99	211	99	173	106
MATCH GAME '78	42	137		A	5.0	15	373	1362	689	56v	794	235^	417	340	131^	332	343	91^	132^	128^	57v	188^	77v	LT	148^	40v
1 MTUWF 4.00P 30 CBS QP		74		B	4.4	14	328	1378	701	101	756	205	346	293	123	353	318	92	123	103	40	180	107	49	197	107
ONE LIFE TO LIVE	47	195	195	A	7.8	28	581	1279	847	164	986	499	659	524	92^	243	149	54^	74^	80^	38^	59^	72^	67^	72^	24v
M-F 2.00P 60 ABC DD		99	99	B	7.5	28	559	1310	841	167	972	511	680	521	98	225	171	74	92	76	33	62	80	67	87	32
2.00 - 2.30				A	7.4	27	551	1299	856	159	994	503	666	530	95^	238	160	55^	77^	86^	42^	65^	70^	65^	75^	22v
2.30 - 3.00				A	8.3	30	618	1230	827	162	963	487	642	513	86^	243	128	47^	66^	69^	32^	50^	74^	68^	65^	23v
PRICE IS RIGHT 1	46	177	177	A	5.8	30	432	1549	741	123^	809	338	468	364	70^	304	319	90^	148	155	25v	146	101^	62^	320	120^
1 M-F 10.30A 30 CBS AP		91	91	B	5.4	29	402	1466	723	122	808	330	474	390	82	277	301	88	151	138	40	128	72	44	285	101
2 MTUWF 10.30A 30																										
PRICE IS RIGHT 2	45	177	177	A	6.4	32	477	1478	755	134	837	309	450	379	77^	328	320	62^	133	133	31v	173	64^	43^	257	67^
1 M-F 11.00A 30 CBS AP		91	91	B	5.9	31	440	1413	748	140	840	322	476	398	85	295	289	66	135	112	39	145	61	39	223	67
2 MTUWF 11.00A 30																										
RYAN'S HOPE	49	183	183	A	7.7	31	574	1352	852	175	967	464	675	530	68^	196	170	71^	94^	79^	36^	58^	75^	69^	140	40^
M-F 12.30P 30 ABC DD		96	96	B	6.9	29	514	1407	882	178	993	508	719	541	76	188	225	88	128	102	36	71	73	57	116	40
SEARCH FOR TOMORROW	48	184	184	A	7.4	30	551	1368	857	100^	917	320	523	423	120	350	256	64^	94^	85^	30^	155	63^	48^	132	19v
M-F 12.30P 30 CBS DD		96	96	B	6.9	29	514	1297	835	138	911	312	518	425	129	339	231	59	98	75	27	129	56	45	99	19
SPECIAL TREAT(S)		180		A	8.5	23	633	1357	527	91v	625	172^	309^	293^	78v	272^	116^	45v	81v	36v	LT	35v	137^	101^	479	230^
1 TUE. 4.00P 60 NBC FV		96																								
CONT'D																										

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WEEKDAY DAYTIME CONT'D																										
SPECIAL TREAT(S)-CONT'D																										
4.00 - 4.30				A	7.5	21	559	1508	691	159^	818	196^	322^	319^	124^	451	95v	27v	60v	33v	LT	35v	136^	99v	459	242^
4.30 - 5.00				A	9.5	24	708	1227	392	36v	468	151^	296^	267^	44v	132^	133^	60v	98^	38v	LT	35v	134^	101^	492	220^
TODAY SHOW-7.30AM	50	215	215	A	5.0	30	373	1268	724	120^	786	118^	298	314	166	421	415	94^	158^	127^	91^	243	37v	13v	30v	LT
M-F 7.30A 30 NBC N		99	99	B	4.9	30	365	1307	771	146	803	133	301	329	144	430	400	76	139	108	94	247	35	14	69	36
TODAY SHOW-8.30AM	50	213	213	A	4.8	29	358	1229	838	125^	880	173	397	400	134^	382	298	39v	108^	112^	59^	184	34v	LT	17v	LT
M-F 8.30A 30 NBC N		99	99	B	4.9	30	365	1347	829	149	871	160	355	397	143	411	392	58	138	144	71	223	37	LT	47	33
$20,000 PYRAMID	49	163	162	A	5.5	23	410	1256	741	162	834	346	539	409	124^	234	222	56^	98^	73^	71^	120^	71^	51^	129^	42^
M-F 12.00N 30 ABC QG		90	90	B	5.1	22	380	1361	755	161	851	377	559	412	101	224	271	94	139	108	59	115	75	55	164	53
WHEEL OF FORTUNE	48	199	198	A	5.7	25	425	1254	772	97^	838	111^	282	297	148	473	352	30v	160	155	40^	183	LT	LT	55^	31v
M-F 11.30A 30 NBC QG		97	97	B	5.4	25	402	1303	755	103	828	135	303	301	137	440	344	52	130	113	63	198	48	23	83	40
YOUNG AND THE RESTLESS	48	195	195	A	8.0	33	596	1334	862	134	914	391	576	470	100^	288	218	61^	106	103	25v	102	74^	63^	128	16v
M-F 12.00N 30 CBS DD		99	99	B	7.7	34	574	1275	857	155	932	380	580	464	116	298	182	57	88	74	20	85	58	49	103	17
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	12	162	168	A	5.4	18	402	1968	406	139^	453	199^	338	338	16v	38v	455	158^	297^	246^	104^	140^	242^	154^	818	369
SAT. 12.00N 30 ABC FV		91	92	B	5.5	20	410	1812	350	134	411	207	301	243	20	63	408	203	301	222	64	97	300	169	693	434
ABC WIDE WORLD-SPORTS SAT	3		183	A	10.6	22	790	1820	432	190^	504	235^	335	304^	67v	122^	890	380	615	541	96^	222^	168^	59v	258^	149^
2 SAT. 5.00P 90 ABC SA			98	B	9.0	21	671	1901	488	179	542	241	374	325	55	124	873	340	567	510	125	247	196	71	290	169
5.00 - 5.30				A	8.7	20	648	1596	389	128^	439	254^	311^	269^	54v	97^	859	373^	594	503	75v	211^	152^	42v	146^	62v
5.30 - 6.00				A	11.8	25	879	1754	419	183^	474	228^	318	288	61v	107^	914	395	627	535	93^	228^	154^	60v	212^	143^
6.00 - 6.30				A	11.4	22	849	2052	476	241^	581	224^	366	347	84^	156^	889	372	614	571	119^	228^	195^	72v	387	221^
ALL NEW PINK PANTHER	12	185	164	A	5.7	23	425	1751	304	162^	355	176^	283^	273^	LT	23v	325	141^	231^	167^	73v	85^	292^	155^	779	474
SAT. 11.30A 30 ABC CA		94	79	B	5.7	25	425	1771	351	132	397	213	310	257	14	37	285	166	234	163	31	42	296	149	793	488
ALL NEW POPEYE HOUR 1	12	189	186	A	4.5	32	335	1510	172^	42v	175^	80v	110^	88v	24v	47v	138^	82v	82v	46v	37v	56v	218^	99^	979	632
SAT. 8.00A 30 CBS CA		96	95	B	4.3	31	320	1667	252	75	265	133	197	157	45	60	205	93	135	123	LT	45	189	59	1008	690
ALL NEW POPEYE HOUR 2	12	189	188	A	6.5	34	484	1407	191^	28v	194^	97^	128^	73^	33v	66^	134^	65v	79^	56v	35v	55v	130^	58v	949	576
SAT. 8.30A 30 CBS CA		96	96	B	6.6	35	492	1683	259	89	282	157	226	170	33	49	222	104	156	148	10	42	180	64	999	641
AMERICAN BANDSTAND '78	5		145	A	5.0	15	373	1340	346^	155v	394^	230^	252^	287^	32v	67v	330^	83v	126v	142v	110v	188^	220^	124v	396^	179^
2 SAT. 12.30P 60 ABC PC			83	B	5.3	20	395	1547	383	174	546	342	414	247	57	101	376	184	252	179	42	101	287	171	338	199
12.30 - 1.00				A	4.9	15	365	1392	327^	169v	384^	244^	255^	280^	21v	65v	374^	107v	172^	172^	77v	202^	200^	109v	434^	231^
1.00 - 1.30				A	5.0	15	373	1292	365^	140v	405^	219^	252^	298^	40v	67v	284^	62v	79v	107v	145v	177^	235^	134v	368^	131v
ANIMALS, ANIMALS, ANIMALS	12	137	135	A	3.1	13	231	1701	497^	95v	549	299^	411^	408^	20v	107v	381^	300^	313^	195^	31v	51v	220^	108v	551	265^
SUN. 11.30A 30 ABC CL		82	79	B	2.9	12	216	1792	507	145	550	319	405	329	33	115	444	209	345	272	47	86	139	49	659	349
ARK II	10	149	146	A	6.8	20	507	1560	398	107^	426	126^	237^	176^	50v	144^	340	126^	240^	192^	53v	64^	150^	77^	644	340
SAT. 1.00P 30 CBS CL		87	83	B	5.2	18	387	1594	349	143	400	201	269	199	27	91	284	147	228	155	26	40	230	90	680	422
BAY CITY ROLLERS	5	161		A	5.6	19	417	1499	213^	LT	213^	148v	213^	125v	LT	LT	124v	31v	67v	67v	LT	57v	452^	209^	710	434^
1 SAT. 12.30P 30 NBC CL		86		B	5.1	18	380	1730	312	110	398	246	318	263	LT	40	225	124	160	108	LT	45	307	189	800	493
BUGS BUNNY/ROAD RUNNER 1	12	192	194	A	8.7	37	648	1448	214	85^	248	120^	179^	114^	34v	63^	192^	88^	126^	95^	39v	58^	193	73^	815	434
SAT. 9.00A 30 CBS CA		99	99	B	8.0	35	596	1734	302	110	340	190	270	170	26	58	258	149	194	145	16	42	214	91	922	532

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WEEKEND DAYTIME CONT'D																												
BUGS BUNNY/ROAD RUNNER 2	12	193	194	A	10.6	40	790	1538	240	61^	264	132^	210	145^	23v	49^	258	130^	189	142^	32v	52^	206	50^	810	433
SAT. 9.30A 30 CBS CA		99	99	B	9.9	39	738	1703	308	99	346	196	281	187	22	53	269	157	213	150	19	37	228	104	860	497
BUGS BUNNY/ROAD RUNNER 3	12	191	195	A	10.9	39	812	1538	241	86^	290	171	243	154	20v	42^	244	123^	183	106^	26v	52^	186	40^	818	435
SAT. 10.00A 30 CBS CA		99	99	B	10.4	40	775	1675	299	128	358	214	294	180	19	49	275	157	209	153	28	47	222	93	820	458
CBS NFL FOOTBALL PRE-SAT(S)			190	A	7.3	20	544	1502	525	186^	543	277^	363^	313^	49v	148^	576	148^	298^	282^	114v	239^	181^	37v	202^	94v
2 SAT. 3.30P 30 CBS SC			99																							
CBS NFL FOOTBALL GAME-SAT(S)			200	A	17.5	40	1304	1515	389	92^	409	130^	236	218	65^	153^	774	255	443	461	121^	239	170^	37v	162^	110^
2 SAT. 4.00P 180 CBS SE			99																							
4.00 - 4.30				A	14.0	37	1043	1407	363	98^	380	144^	232^	222^	70^	128^	711	242	400	407	133^	235	165^	30v	151^	122^
4.30 - 5.00				A	16.6	42	1237	1502	355	96^	370	134^	218	204	69^	139^	771	263	434	463	129^	242	162^	32v	199	124^
5.00 - 5.30				A	17.8	42	1326	1537	394	74^	415	140^	244	228	69^	152^	767	259	432	466	126^	238	163^	25v	192	113^
5.30 - 6.00				A	16.5	36	1229	1569	432	80^	451	156^	269	243	66^	165^	781	257	441	479	121^	227	163^	33v	174^	111^
6.00 - 6.30				A	19.5	40	1453	1502	374	105^	408	105^	234	213	60^	153^	791	233	453	463	119^	237	180	61^	123^	93^
6.30 - 7.00				A	20.7	40	1542	1541	417	97^	422	114^	225	206	64^	176	806	265	474	473	108^	258	175	33v	138^	106^
CBS NFL FOOTBALL PRE GAME	12	198	195	A	8.8	32	656	1575	306	98^	339	71^	180^	215	66^	105^	773	290	447	468	142^	252	246	63^	217	144^
SUN. 12.30P 30 CBS SC		99	99	B	7.4	28	551	1495	341	143	381	121	226	235	57	109	810	353	561	507	106	183	162	29	142	110
CBS NFL FOOTBALL GAME 1	12	201	204	A	17.4	44	1296	1470	315	113	346	114	190	172	70^	135	864	345	538	485	144	261	144	28^	116	80^
1 SUN. 1.00P 181 CBS SE		99	99	B	15.9	44	1185	1541	354	156	393	140	241	221	58	118	902	364	586	533	133	241	136	28	110	81
2 SUN. 1.00P 169																										
1.00 - 1.30				A	14.6	45	1088	1533	285	112^	319	98^	177	181	60^	115^	861	372	551	486	129	244	197	34^	156	108^
1.30 - 2.00				A	17.1	47	1274	1455	294	108	342	124	191	175	67^	123	838	323	514	492	151	263	156	22v	119	75^
2.00 - 2.30				A	17.9	45	1334	1456	303	117	342	121	183	165	61^	134	856	336	523	491	145	269	136	27^	122	77^
2.30 - 3.00				A	18.4	45	1371	1442	308	101	330	94	160	153	73^	148	865	335	531	460	150	275	139	28^	108	73^
3.00 - 3.30				A	18.9	43	1408	1488	361	122	381	124	219	192	81^	149	875	353	548	479	148	256	137	33^	95	72^
3.30 - 4.00				A	16.4	36	1222	1364	269	115^	291	104^	176^	149^	65^	97^	884	397	568	487	101^	248	79^	14v	110^	90^
CBS SPORTS SPECTACULAR	11	140		A	5.8	15	432	1581	430^	197^	515^	276^	355^	279^	34v	119v	727	373^	476^	392^	179^	251^	140v	61v	199^	134v
1 SAT. 5.00P 60 CBS SA		85		B	4.7	13	350	1591	466	139	514	191	302	247	68	159	758	276	466	425	108	216	144	42	175	109
5.00 - 5.30				A	4.8	13	358	1687	416^	162v	511^	292^	354^	282^	47v	126v	882	515^	604^	531^	196^	278^	117v	73v	177^	131v
5.30 - 6.00				A	6.7	16	499	1505	437^	215^	515	267^	354^	274^	21v	113v	623	277^	393^	301^	166^	230^	152^	50v	215^	136^
CHALLENGE-SUPERFRIENDS 1	6	193	193	A	5.9	24	440	1759	182^	41v	205^	84^	140^	107^	LT	37v	181^	86^	144^	104^	21v	21v	325	154^	1048	610
SAT. 9.30A 30 ABC CA		99	99	B	5.7	23	425	1681	210	58	240	96	144	126	12	47	176	77	134	94	17	30	275	110	990	564
CHALLENGE-SUPERFRIENDS 2	6	194	193	A	6.8	26	507	1895	242^	89^	265	121^	205^	190^	LT	30v	187^	104^	172^	160^	LT	LT	293	137^	1150	623
SAT. 10.00A 30 ABC CA		99	99	B	6.6	26	492	1724	235	72	273	131	186	157	21	49	190	117	160	114	10	19	243	109	1018	572
CHALLENGE-SUPERFRIENDS 3	6	194	193	A	7.8	29	581	2134	277	137^	320	139^	237	224	9v	47v	196^	119^	175^	156^	8v	8v	323	182^	1295	548
SAT. 10.30A 30 ABC CA		99	99	B	7.3	28	544	1842	240	81	280	142	197	171	LT	50	204	134	173	123	LT	20	277	137	1081	563
CLUE CLUB	11	52	53	A	2.3	12	171	1708	387^	206^	387^	339^	380^	82v	LT	LT	420^	316^	316^	299^	LT	LT	169v	LT	732	421^
SUN. 9.30A 30 CBS CA		49	49	B	2.1	12	156	1703	265	65	266	169	247	137	LT	LT	298	214	252	143	LT	LT	157	LT	982	567
COLLEGE FOOTBALL 1978	11	154		A	3.3	10	246	1411	443^	211v	499^	255^	365^	297^	48v	88v	647^	285^	488^	570^	24v	77v	265^	57v	LT	LT
1 SUN. 12.30P 30 ABC SA		93		B	3.1	11	231	1547	440	172	534	195	286	252	69	156	689	325	464	433	91	147	85	LT	239	153
DAFFY DUCK	6	196	175	A	6.6	23	492	1750	194^	46v	264	136^	222^	165^	15v	31v	303	158^	229^	163^	35v	56v	242^	109^	941	544
SAT. 10.30A 30 NBC CA		98	82	B	7.3	27	544	1719	276	99	354	227	283	198	22	41	215	121	164	118	17	31	272	133	878	527
DEAR ALEX & ANNIE-10.56AM	3	194	193	A	7.1	26	529	2040	282	161^	343	149^	245	227^	LT	65^	196^	108^	169^	148^	11v	11v	339	194^	1162	440
SAT. 10.56A 3 ABC CA		99	99	B	7.0	26	522	1873	311	144	365	157	247	219	LT	75	230	131	185	155	12	17	265	130	1013	410

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
DEAR ALEX & ANNIE-11.56AM	3	185	164	A	5.1	20	380	1734	318^	121^	352	151^	269^	275^	LT	21v	317^	144^	212^	155^	76v	86^	330	160^	735	426
SAT. 11.56A 3 ABC CA		94	79	B	5.2	21	387	1938	438	172	481	173	345	326	35	64	362	190	269	180	60	83	293	140	802	459
FABULOUS FUNNIES	12	184	150	A	5.5	18	410	1493	147^	LT	164^	88^	137^	129^	LT	18v	188^	88^	152^	149^	24v	24v	277^	107^	864	506
SAT. 12.00N 30 NBC CA		93	77	B	5.2	20	387	1692	254	72	330	193	263	205	15	47	223	149	184	95	LT	20	258	127	881	543
FACE THE NATION	12	164	163	A	3.6	14	268	1664	524	160^	550	141^	204^	204^	123^	346^	751	210^	345^	373^	221^	366^	109v	109v	254^	131^
SUN. 11.30A 30 CBS CC		96	97	B	3.4	14	253	1455	525	160	580	139	233	211	101	315	643	164	315	323	113	281	48	24	184	110
FANGFACE	6	185	185	A	6.1	24	454	1773	238^	126^	310	113^	229^	256^	LT	26v	268^	120^	253^	195^	15v	15v	274^	176^	921	565
SAT. 11.00A 30 ABC CA		96	97	B	6.3	26	469	1733	254	60	305	155	219	190	16	40	227	153	206	149	14	19	262	125	939	558
FANTASTIC FOUR	6	196	191	A	4.3	24	320	1909	315^	116^	334^	147^	223^	229^	63v	88v	176^	79v	136^	97v	40v	40v	130^	60v	1269	765
SAT. 8.30A 30 NBC CA		98	97	B	4.4	23	328	1759	280	113	290	153	197	197	33	60	220	143	187	93	20	32	166	73	1083	652
FAT ALBERT AND COSBY KIDS	12	171	177	A	9.3	30	693	1674	374	140^	391	173^	287	190	41v	83^	315	116^	243	207	29v	42v	215	72^	753	420
SAT. 12.30P 30 CBS CA		97	95	B	7.5	28	559	1616	343	141	393	207	283	194	26	73	266	143	215	145	19	37	243	94	714	436
FESTIVAL OF LIVELY ARTS(S)			139	A	3.0	6	224	1665	638^	255v	660^	120v	317^	268v	90v	317^	916^	393^	639^	674^	152v	224v	LT	LT	89v	71v
2 SUN. 5.00P 60 CBS CL			82																							
5.00 - 5.30				A	3.4	7	253	1585	561^	233v	596^	99v	305^	228v	60v	269^	937^	419^	676^	691^	162v	217v	LT	LT	52v	52v
5.30 - 6.00				A	2.5	5	186	1801	746^	280v	746^	145v	328v	313v	134v	391^	915^	371^	609^	679^	139v	236v	LT	LT	140v	97v
GALAXY GOOF-UPS	6	195	192	A	2.8	21	209	1880	263^	139v	291^	167^	186^	167^	77v	96v	254^	130v	182^	144v	72v	72v	249^	125v	1086	535^
SAT. 8.00A 30 NBC CA		97	96	B	2.7	20	201	1562	271	138	283	149	178	183	39	75	178	109	139	99	25	34	186	108	915	495
GODZILLA SUPER 90 I	6	203	199	A	5.9	26	440	1780	196^	68v	239^	88^	148^	132^	14v	64v	140^	62v	96^	34v	27v	44v	123^	34v	1278	793
SAT. 9.00A 30 NBC CA		99	98	B	5.9	26	440	1588	212	77	231	123	164	142	11	43	137	68	100	64	11	32	168	59	1052	681
GODZILLA SUPER 90 II	6	203	199	A	6.8	27	507	1785	183^	69^	208^	100^	141^	125^	18v	46v	141^	52v	91^	39v	39v	50v	137^	67^	1299	867
SAT. 9.30A 30 NBC CA		99	98	B	6.6	26	492	1623	223	89	261	157	186	159	16	47	137	62	88	63	20	41	187	77	1038	709
GODZILLA SUPER 90 III	6	202	201	A	6.9	25	514	1788	204^	71^	234^	120^	177^	144^	9v	45v	257	129^	180^	139^	36v	50v	219^	81^	1078	688
SAT. 10.00A 30 NBC CA		99	99	B	6.8	26	507	1677	227	104	284	180	220	169	10	37	180	96	123	94	20	34	246	99	967	623
GRAND PRIX/BOWLING(S)			157	A	5.8	14	432	1694	662	78v	754	139v	290^	260^	208^	406^	571	LT	144v	222^	200^	349^	222^	46v	147^	91v
2 SAT. 4.06P 114 NBC SE			83																							
4.00 - 4.30				A	5.8	15	432	1836	629	53v	677	137v	290^	303^	124v	306^	597	24v	204^	320^	183^	277^	355^	43v	207^	121v
4.30 - 5.00				A	5.8	15	432	1630	657	78v	756	155^	293^	256^	176^	399^	523^	LT	127v	215^	197^	308^	195^	35v	156^	91v
5.00 - 5.30				A	5.4	13	402	1597	617	92v	729	124v	258^	217^	278^	428^	557^	LT	121v	183^	200^	374^	179^	52v	132v	87v
5.30 - 6.00				A	6.2	14	462	1729	725	78v	833	137^	309^	263^	242^	475^	607	LT	130v	190^	213^	417^	184^	49v	105v	72v
IN THE NEWS- 8.26AM	12	189	186	A	5.5	36	410	1405	182^	47v	182^	88^	122^	100^	22v	43v	142^	76v	76v	44v	46v	66v	171^	78^	910	591
SAT. 8.26A 3 CBS N		96	95	B	5.4	36	402	1658	258	82	279	146	214	169	41	55	219	103	144	144	LT	42	176	65	984	669
IN THE NEWS- 8.56AM	12	189	188	A	6.5	32	484	1349	230^	33v	230^	120^	155^	80^	36v	75^	136^	60v	74^	56v	42v	62v	123^	52v	860	499
SAT. 8.56A 3 CBS N		96	96	B	6.6	33	492	1617	256	87	280	154	223	168	32	50	228	108	162	149	9	40	191	65	918	564
IN THE NEWS- 9.26AM	12	192	194	A	9.6	39	715	1406	205	63^	237	112^	170^	102^	28v	61^	204	86^	132^	98^	40v	65^	195	78^	770	410
SAT. 9.26A 3 CBS N		99	99	B	8.7	37	648	1725	308	105	347	200	281	167	21	56	274	159	216	150	19	36	214	92	890	507
IN THE NEWS- 9.59AM	12	193	194	A	10.5	38	782	1568	242	77^	289	166	240	156^	23v	44^	247	127^	189	122^	27v	45^	187	35v	845	459
SAT. 9.59A 3 CBS N		99	99	B	10.3	40	767	1723	308	118	355	212	291	184	19	50	276	166	217	153	24	40	219	97	873	492
IN THE NEWS-10.26AM	12	191	195	A	10.6	37	790	1499	247	91^	296	179	248	154^	17v	41^	240	126^	180	97^	24v	51^	205	54^	758	400
SAT. 10.26A 3 CBS N		99	99	B	10.0	38	745	1635	292	125	349	205	283	176	18	48	274	158	207	148	24	45	224	95	788	439

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1978 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
IN THE NEWS-11.33AM	12	191	194	A	8.6	31	641	1551	280	138^	353	194^	295	218	19v	49v	196	103^	144^	90^	19v	33v	215	76^	787	393
SAT. 11.33A 3 CBS N		99	99	B	8.8	34	656	1649	324	134	393	240	314	210	21	51	246	134	182	119	24	54	209	94	801	446
IN THE NEWS-11.56AM	12	191	194	A	8.5	30	633	1553	326	143^	364	187^	294	213	20v	55^	236	125^	179^	106^	25v	35v	217	64^	736	403
SAT. 11.56A 3 CBS N		99	99	B	8.2	32	611	1664	321	134	388	228	306	200	18	57	248	141	186	115	28	48	200	92	828	480
IN THE NEWS-12.26PM	12	182	183	A	7.9	27	589	1424	341	128^	341	192^	270	124^	LT	71^	300	129^	178^	121^	47v	85^	168^	28v	615	324
SAT. 12.26P 3 CBS N		97	97	B	6.6	25	492	1518	315	121	375	215	270	164	24	82	229	115	151	116	30	56	233	95	681	434
IN THE NEWS-12.56PM	12	171	177	A	9.1	29	678	1671	377	99^	396	144^	262	186	55^	110^	318	124^	256	219	30v	39v	211	74^	746	372
SAT. 12.56P 3 CBS N		97	95	B	7.2	26	536	1558	338	138	383	193	265	182	33	82	256	142	212	141	19	32	236	97	683	406
IN THE NEWS- 1.26PM	10	149	146	A	6.6	19	492	1537	402	105^	431	112^	219^	183^	57v	156^	348	118^	219^	183^	69^	84^	154^	87^	604	325
SAT. 1.26P 3 CBS N		87	83	B	5.1	17	380	1583	364	132	415	195	266	196	37	106	283	153	221	150	27	43	235	95	650	425
IN THE NEWS- 9.26AM-SUN.	11	67	68	A	2.5	15	186	1382	198^	113v	198^	146v	188^	42v	LT	LT	210^	102v	129v	97v	LT	LT	119v	LT	855	554^
SUN. 9.26A 3 CBS N		58	57	B	1.9	12	142	1669	246	LT	247	170	212	142	LT	LT	240	127	175	127	LT	LT	171	LT	1011	580
IN THE NEWS- 9.56AM-SUN.	11	52	53	A	2.4	13	179	1816	424^	235^	424^	380^	424^	95v	LT	LT	408^	336^	336^	297^	LT	LT	185^	LT	799	470^
SUN. 9.56A 3 CBS N		49	49	B	2.3	13	171	1733	267	58	267	176	245	128	LT	LT	276	200	240	128	LT	LT	175	LT	1015	584
ISSUES AND ANSWERS	10	166	165	A	3.1	12	231	1359	493^	95v	596	151^	224^	242^	204^	324^	580	350^	390^	293^	113v	174^	144^	74v	39v	27v
SUN. 12.00N 30 ABC CC		98	97	B	2.7	11	201	1377	520	152	624	216	299	230	119	291	517	207	325	251	79	163	69	35	167	99
KIDS ARE PEOPLE TOO II	12	131	130	A	3.9	17	291	1931	368^	93v	440	245^	340^	297^	48v	100v	258^	200^	218^	118^	LT	40v	229^	64v	1004	581
SUN. 10.30A 30 ABC CL		81	81	B	3.4	16	253	1905	403	126	451	242	329	253	29	95	294	156	242	175	LT	35	197	75	963	560
KIDS ARE PEOPLE TOO III	12	131	132	A	4.0	17	298	2013	354^	64v	411^	280^	312^	270^	30v	91v	284^	151^	244^	171^	LT	26v	203^	93v	1115	714
SUN. 11.00A 30 ABC CL		81	81	B	3.5	16	261	1996	460	143	499	316	380	276	25	89	347	184	297	201	LT	38	212	74	938	570
MEET THE PRESS	10	141	137	A	3.1	14	231	1303	531^	82v	549	169^	268^	186^	65v	250^	610	122v	316^	216^	104v	285^	87v	LT	57v	35v
SUN. 12.00N 30 NBC CC		89	88	B	2.9	13	216	1307	454	96	519	111	176	144	83	311	588	195	315	255	107	245	93	28	107	65
METRIC MARVELS-10:27AM	12	202	201	A	6.9	25	514	1757	223^	78^	256	123^	183^	141^	12v	59v	280	144^	199^	149^	42v	53v	201^	78^	1020	648
SAT. 10.27A 2 NBC IA		99	99	B	6.3	25	469	1729	241	87	296	161	211	147	33	61	178	96	121	97	22	28	234	106	1021	657
METRIC MARVELS-11:57AM	12	200	172	A	5.7	20	425	1513	166^	LT	182^	111^	132^	84^	30v	42v	165^	59v	123^	102^	34v	34v	163^	56v	1003	582
SAT. 11.57A 2 NBC IA		98	83	B	5.3	21	395	1621	234	46	305	178	225	159	31	57	177	93	132	99	18	23	269	130	870	520
METRIC MARVELS-10:57AM	6	196	175	A	6.8	24	507	1696	186^	45v	261	144^	217^	145^	21v	38v	291	152^	220^	149^	31v	54v	218^	101^	926	520
SAT. 10.57A 2 NBC IA		98	82	B	7.3	27	544	1675	283	102	369	243	288	194	26	46	221	129	172	115	15	27	263	126	822	484
MIXED TEAM GOLF CHAMP-SAT(S)		146		A	2.7	8	201	1269	383^	174v	538^	125v	259v	285v	93v	253v	563^	75v	280v	319^	150v	244v	108v	89v	60v	LT
1 SAT. 4.00P 60 CBS SE		83																								
4.00 - 4.30				A	2.9	8	216	1236	379^	213v	546^	130v	342^	361^	50v	185v	593^	LT	306^	352^	149v	241v	97v	97v	LT	LT
4.30 - 5.00				A	2.5	7	186	1269^	382^	124v	500^	113v	151v	178v	140v	322v	521^	161v	247v	274v	151v	247v	124v	80v	124v	LT
MIXED TEAM GOLF CHAMP-SUN(S)		168		A	3.4	7	253	1336	386^	LT	390^	106v	154v	123v	43v	212v	730^	177v	292^	321^	139v	300^	176v	95v	40v	40v
1 SUN. 4.07P 116 CBS SE		93																								
4.00 - 4.30				A	3.2	7	238	1168	383^	LT	383^	152v	190v	106v	LT	193v	701^	252v	399^	319^	89v	227v	84v	20v	LT	LT
4.30 - 5.00				A	2.4	5	179	1302^	547^	LT	547^	173v	195v	139v	LT	347v	621^	174v	347v	368^	63v	174v	134v	62v	LT	LT
5.00 - 5.30				A	3.7	7	276	1351	351^	LT	351^	61v	112v	108v	99v	215v	750^	153v	247^	310^	196v	341^	206v	102v	44v	44v
5.30 - 6.00				A	4.1	8	305	1377	295^	LT	295^	72v	134v	122v	37v	125v	793^	157v	238^	304^	164v	375^	214^	138v	75v	75v
NCAA FOOTBALL PRE GAME	10	221		A	7.8	27	581	1246	296^	26v	296^	24v	111^	200^	17v	96v	698	283^	400^	337^	167^	253^	91v	91v	161^	109^
1 SAT. 12.30P 17 ABC SC		99		B	6.8	26	507	1513	341	113	362	117	203	198	38	112	755	300	460	404	116	234	174	73	222	151

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME (T/C THIS SEASON; NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2) / WK # DAY START TIME DUR NET PROG. TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																							
NCAA FOOTBALL GAME 11 221	A	12.5	39	931	1351	305	103^	305	65v	181^	195^	34v	104^	834	287	433	412	196^	326	76^	13v	136^	121^
1 SAT. 12.47P 185 ABC SE 99	B	11.1	38	827	1467	327	109	354	105	193	179	58	134	868	302	485	468	169	304	112	28	133	99
1.00 - 1.30	A	10.6	34	790	1397	283^	66v	283^	66v	169^	189^	34v	94^	851	312	443	402	190^	326	89^	42v	174^	132^
1.30 - 2.00	A	11.4	37	849	1375	311	91^	311	71v	170^	186^	41v	125^	840	308	438	402	178^	330	92^	22v	132^	110^
2.00 - 2.30	A	12.2	38	909	1361	292	108^	292	66v	190^	206^	30v	86^	842	297	452	431	179^	317	72^	LT	155^	155^
2.30 - 3.00	A	13.2	40	983	1300	255	114^	255	24v	154^	168^	38v	87^	849	269	444	433	194^	323	68^	LT	128^	128^
3.00 - 3.30	A	14.7	44	1095	1327	328	132^	328	67^	190^	194^	35v	120^	840	269	420	403	216^	348	71^	LT	88^	88^
3.30 - 4.00	A	15.2	44	1132	1366	367	126^	367	107^	230	230	28v	112^	776	267	405	409	191^	294	71^	LT	152^	135^
NCAA FOOTBALL POST GAME 10 216	A	14.0	40	1043	1349	364	135^	364	119^	227^	239	41v	103^	786	295	427	392	179^	296	67^	LT	132^	110^
1 SAT. 3.52P 11 ABC SC 96	B	10.8	33	805	1386	344	102	375	108	198	196	71	145	817	273	452	442	161	292	97	27	97	81
NCAA FOOTBALL GAME-2 7 218	A	14.6	35	1088	1472	421	133^	424	118^	209^	224^	56v	169^	785	261	398	376	147^	306	109^	24v	154^	128^
1 SAT. 4.03P 89 ABC SE 99	B	13.8	35	1028	1548	401	136	441	138	235	228	77	164	896	309	506	479	165	303	100	27	111	83
& 5.38P 90																							
4.00 - 4.30	A	14.3	41	1065	1377	365	111^	365	90^	174^	200^	56v	147^	853	336	508	435	158^	295	73^	10v	86^	74^
4.30 - 5.00	A	14.5	40	1080	1393	398	144^	398	106^	194^	226^	58v	154^	817	312	450	389	139^	290	91^	13v	87^	87^
5.00 - 5.30	A	15.3	40	1140	1435	472	172^	472	160^	262	249	43v	169^	745	207^	343	346	142^	307	78^	18v	140^	100^
5.30 - 6.00	A	14.9	36	1110	1424	431	152^	443	141^	218^	218^	44v	177^	732	211^	332	310	156^	326	91^	15v	158^	111^
6.00 - 6.30	A	14.5	32	1080	1498	388	106^	388	88^	165^	197^	51v	172^	787	238	370	370	152^	325	147^	32v	176^	176^
6.30 - 7.00	A	14.2	29	1058	1557	416	120^	416	119^	201^	224^	75^	164^	754	240	361	367	136^	298	145^	33v	242	188^
NFL'78-NBC-SAT(S) 199	A	6.6	22	492	1506	328^	163^	354^	162^	254^	220^	31v	77v	559	140^	285^	313^	136^	223^	190^	67v	403^	222^
2 SAT. 12.30P 30 NBC SC 96																							
NFL FOOTBALL GAME-NBC-SAT(S) 217	A	13.8	41	1028	1525	361	143^	390	137^	245	209^	57v	139^	720	198^	387	402	136^	263	216^	42v	199^	111^
2 SAT. 1.00P 171 NBC SE 99																							
1.00 - 1.30	A	11.5	34	857	1646	379	207^	389	173^	274^	210^	51v	115^	815	221^	464	461	148^	298	199^	71v	243^	146^
1.30 - 2.00	A	12.9	40	961	1632	382	165^	418	153^	263	221^	55v	155^	790	196^	465	455	149^	271	217^	69^	207^	109^
2.00 - 2.30	A	13.0	40	969	1536	356	138^	375	106^	217^	199^	59v	151^	721	201^	363	410	139^	272	229^	22v	211^	92^
2.30 - 3.00	A	14.5	43	1080	1569	352	137^	388	121^	234	199^	58^	146^	698	204^	370	390	132^	243	265	41v	218^	125^
3.00 - 3.30	A	16.1	45	1199	1426	355	126^	392	136^	251	213	58^	132^	692	226	368	350	125^	249	187^	23v	155^	92^
3.30 - 4.00	A	15.4	43	1147	1329	360	95^	392	145^	245	215	57^	137^	599	127^	291	349	124^	250	175^	27v	163^	97^
NFL FOOTBALL POST-NBC-SAT(S) 212	A	11.8	32	879	1528	466	89^	496	175^	296	271^	73^	172^	610	90^	278	358	137^	252^	247^	65v	175^	94^
2 SAT. 3.51P 15 NBC SC 99																							
NFL '78-NBC 12 160 157	A	3.8	14	283	1392	436^	113^	443	149^	220^	194^	39v	167^	680	310^	448	375^	124^	211^	162^	45v	107v	84v
SUN. 12.30P 30 NBC SC 91 89	B	3.7	14	276	1406	399	144	434	131	232	225	61	170	643	278	415	357	99	185	195	54	134	91
NFL FOOTBALL GAME 1-NBC 12 202 203	A	10.2	25	760	1529	334	110^	359	128^	215	200	51^	115^	914	336	586	473	159^	258	137^	16v	119^	100^
1 SUN. 1.00P 180 NBC SE 82 89	B	10.5	29	782	1552	368	148	401	131	221	206	68	143	891	330	548	478	153	270	129	28	131	99
2 SUN. 1.00P 197																							
1.00 - 1.30	A	8.6	27	641	1752	383	159^	427	150^	259	274	49^	117^	1017	442	699	574	123^	211	125^	29v	183^	143^
1.30 - 2.00	A	10.2	28	760	1663	367	130^	397	146^	256	241	53^	111^	1006	414	674	542	156^	236	124^	24v	136^	118^
2.00 - 2.30	A	9.7	24	723	1492	327	102^	345	130^	216	181	46^	112^	918	340	597	487	157^	247	124^	8v	105^	93^
2.30 - 3.00	A	9.7	24	723	1481	331	100^	352	130^	222	200	49^	103^	877	320	574	451	154^	249	159^	8v	93^	81^
3.00 - 3.30	A	10.5	24	782	1467	315	111^	349	129^	212	184	53^	109^	854	279	521	419	179	285	150^	11v	114^	105^
3.30 - 4.00	A	11.6	26	864	1424	325	91^	347	122^	195	180	53^	122^	845	272	504	405	169	289	146	22v	86^	68^
NFL FOOTBALL GAME 2-NBC 6 216 216	A	23.5	46	1751	1550	366	136	402	129	239	226	57^	129	888	350	565	482	166	275	143	25^	117	85
1 SUN. 4.00P 174 NBC SE 98 92	B	20.1	42	1497	1619	407	163	445	146	267	264	67	136	896	342	570	497	149	259	138	36	140	98
& 6.59P 6																							
2 SUN. 4.17P 166																							
4.00 - 4.30	A	19.9	42	1483	1496	356	109^	390	144^	238	199	64^	128^	879	374	594	478	176	262	118^	5v	109^	59^
CONT'D																							

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																										
NFL FOOTBALL GAME -CONT'D																										
4.30 - 5.00				A	20.6	43	1535	1510	326	111	358	112	202	197	53^	125	902	357	571	472	166	289	145	20^	105	70^
5.00 - 5.30				A	23.7	48	1766	1460	297	108	320	82	177	197	46^	104	913	361	583	485	169	285	136	25^	91	70^
5.30 - 6.00				A	25.0	49	1863	1469	315	119	344	100	194	206	51^	111	893	348	563	469	173	286	131	25^	101	77
6.00 - 6.30				A	26.5	49	1974	1561	427	161	466	161	286	259	61^	146	862	335	539	481	163	267	135	22^	96	71
6.30 - 7.00				A	26.1	46	1944	1713	435	182	492	173	317	276	70	142	888	362	583	509	152	245	171	38^	162	126
NFL FOOTBALL POST 2-NBC	2	174		A	21.8	37	1624	1589	418	167	452	124^	277	241	73^	153	831	327	560	502	154	231	183	35v	123^	101^
1 SUN. 6.54P 5 NBC SC		83		B	13.5	24	1006	1689	414	164	466	148	299	272	59	130	872	355	605	523	134	212	205	60	146	108
1978 COLLEGE FOOTBALL(S)			134	A	3.2	11	238	1739	331^	181v	373^	214v	214v	106v	41v	87v	1147	1003^	1003^	142v	71v	144v	219v	LT	LT	LT
2 SUN. 12.30P 30 ABC SC			85																							
SCHOOLHOUSE ROCK-8.26AM	6	185	192	A	4.2	26	313	1387	184^	16v	184^	25v	130^	130^	LT	54v	175^	96v	147^	115^	28v	28v	91v	23v	937	624
SAT. 8.26A 4 ABC CA		97	98	B	4.3	23	320	1703	214	40	268	116	189	160	LT	45	242	111	208	177	LT	34	107	58	1086	739
SCHOOLHOUSE ROCK-9.26AM	6	185	189	A	6.0	22	447	1638	233^	78^	244^	104^	202^	147^	LT	34v	214^	157^	200^	92^	14v	14v	176^	82^	1004	661
SAT. 9.26A 4 ABC CA		97	98	B	6.0	22	447	1673	270	74	333	137	222	159	LT	69	215	135	182	132	20	33	205	86	920	557
SCHOOLHOUSE ROCK-11.26AM	6	185	185	A	5.8	23	432	1750	216^	125^	294	112^	222^	247^	LT	28v	255^	126^	243^	175^	12v	12v	249^	177^	952	619
SAT. 11.26A 3 ABC CA		96	97	B	6.0	25	447	1686	258	67	314	157	220	185	21	46	215	145	194	133	12	21	266	135	891	539
SCHOOLHOUSE ROCK-11.55AM	12	137	135	A	3.1	12	231	1602	529^	113v	589	330^	459^	450^	26v	104v	330^	264^	277^	208^	23v	36v	229^	121v	454^	217^
SUN. 11.55A 4 ABC CA		82	79	B	3.1	13	231	1759	491	149	537	294	391	334	30	115	445	211	343	278	44	88	153	62	624	339
SCOOBY'S ALL STARS I	6	185	192	A	3.7	24	276	1395	175^	LT	175^	34v	113v	113v	LT	62v	168^	98v	134^	102v	34v	34v	89v	17v	963	664
SAT. 8.00A 30 ABC CA		97	98	B	3.9	23	291	1747	191	31	239	103	164	149	LT	43	230	96	171	143	17	59	127	58	1151	791
SCOOBY'S ALL STARS II	6	185	190	A	5.3	25	395	1673	331	51v	334	152^	271^	211^	LT	53v	181^	121^	156^	69v	25v	25v	165^	71v	993	585
SAT. 8.30A 30 ABC CA		97	98	B	5.2	23	387	1839	298	38	342	144	249	193	LT	64	290	191	252	154	13	31	159	81	1048	639
SCOOBY'S ALL STARS III	6	185	189	A	6.4	25	477	1727	218^	57v	230^	97^	189^	147^	10v	34v	202^	138^	181^	79^	21v	21v	268	190^	1027	675
SAT. 9.00A 30 ABC CA		97	98	B	6.3	24	469	1755	276	68	344	146	234	168	11	70	210	131	177	130	19	33	229	116	972	612
SPACE ACADEMY	12	182	183	A	8.2	28	611	1427	340	126^	350	190^	268	131^	8v	82^	287	125^	177^	115^	42v	77^	171^	46v	619	322
SAT. 12.00N 30 CBS CL		98	98	B	7.1	27	529	1553	318	135	376	221	275	175	17	73	231	121	163	123	28	51	221	95	725	450
SPORTSWORLD BOXING SPEC.(S)		144		A	4.2	11	313	1185	278^	32v	313^	144v	252^	220^	LT	39v	603^	198v	342^	374^	122v	210^	32v	LT	237^	90v
1 SAT. 4.00P 90 NBC SE		85																								
4.00 - 4.30				A	3.6	10	268	1261	298^	26v	361^	146v	272^	250^	LT	63v	638^	221v	385^	417^	97v	190v	30v	LT	232v	104v
4.30 - 5.00				A	5.1	14	380	1261	283^	27v	335^	137v	255^	221^	LT	53v	647	213^	397^	450^	115v	197^	29v	LT	250^	74v
5.00 - 5.30				A	3.7	9	276	1076	268^	55v	268^	163v	250^	206v	LT	LT	536^	167v	244^	242^	156v	257^	43v	LT	229^	97v
TARZAN AND SUPER SEVEN 1	12	192	193	A	9.1	32	678	1410	204	153^	266	182^	250	175^	9v	9v	230	128^	174^	92^	28v	49^	225	79^	689	344
SAT. 10.30A 30 CBS CA		99	99	B	8.8	33	656	1654	306	124	356	210	285	198	15	45	272	139	197	138	27	57	218	98	808	444
TARZAN AND SUPER SEVEN 2	12	192	193	A	9.5	34	708	1452	272	172^	341	231	299	183	10v	32v	203	103^	135^	91^	28v	48^	200	66^	708	367
SAT. 11.00A 30 CBS CA		99	99	B	9.1	35	678	1663	309	133	372	229	296	203	22	48	246	134	176	121	27	54	226	99	819	458
TARZAN AND SUPER SEVEN 3	12	191	194	A	8.5	30	633	1536	300	139^	358	187^	290	209	22v	56^	220	114^	160^	94^	26v	40v	215	73^	743	390
SAT. 11.30A 30 CBS CA		99	99	B	8.4	32	626	1655	318	132	387	231	306	202	19	56	247	139	186	113	26	51	204	92	817	460
30 MINUTES	9	164	154	A	6.0	18	447	1342	415	71^	457	169^	308	271^	30v	118^	301	50v	187^	157^	44v	94^	229^	115^	355	241^
SAT. 1.30P 30 CBS DN		94	89	B	4.6	15	343	1587	451	147	507	253	362	257	23	116	297	130	210	153	31	79	271	124	512	325
WHAT'S NEW, MISTER MAGOO	11	67	68	A	2.0	12	149	1389	281^	128v	281^	134v	221^	87v	LT	60v	167v	87v	100v	68v	LT	LT	108v	LT	833^	504^
SUN. 9.00A 30 CBS CA		58	57	B	1.5	10	112	1581	231	LT	242	130	173	112	LT	52	265	128	205	137	LT	LT	162	LT	912	524

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																														
YOGI'S SPACE RACE I					6	200	173	A	5.4	19	402	1562	157^	18v	194^	117^	151^	114^	15v	33v	266^	114^	183^	162^	39v	60v	214^	60v	888	510
SAT.	11.00A	30	NBC	CA		98	83	B	5.9	22	440	1572	239	80	313	223	261	182	22	32	207	110	165	117	11	22	233	98	819	498
YOGI'S SPACE RACE II					6	200	173	A	5.5	19	410	1612	171^	LT	195^	114^	146^	98^	22v	39v	182^	53v	114^	97^	46v	56v	244^	117^	991	556
SAT.	11.30A	30	NBC	CA		98	83	B	6.1	23	454	1614	207	52	289	213	239	176	18	26	187	106	153	97	16	24	230	107	908	543

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. NOV. 27, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000))					12,740				23,100							
TOTAL AUDIENCE (%)					17.1				31.0							
Program					←Lucan			→(OP)	←NFL Monday Night Football "PITTSBURGH VS. SAN FRANCISCO" (9:00-11:55PM)(1)							
AVERAGE AUDIENCE (Households (000))					9,690				12,520							
AVERAGE AUDIENCE (%)					13.0	12.7*		13.3*	16.8	16.3*		18.7*		19.5*		17.4*
SHARE OF AUDIENCE %					19	19 *		19 *	26	23 *		26 *		28 *		26 *
AVG. AUD. BY ¼ HR. %					12.8	12.7	13.0	13.6	15.9	16.7	18.5	18.8	19.9	19.0	18.4	16.4
CBS TV TOTAL AUDIENCE (Households (000))					17,210				22,800		20,410		18,430			
TOTAL AUDIENCE (%)					23.1				30.6		27.4		24.8			
Program					←White Shadow			→(OP)	M*A*S*H		One Day at a Time		←Lou Grant→			
AVERAGE AUDIENCE (Households (000))					14,300				20,560		18,630		15,270			
AVERAGE AUDIENCE (%)					19.2	18.2*		20.2*	27.6		25.0		20.5	21.1*		20.0*
SHARE OF AUDIENCE %					27	26 *		28 *	38		35		31	31 *		31 *
AVG. AUD. BY ¼ HR. %					17.5	18.9	19.9	20.5	27.2	28.1	25.1	25.0	21.1	21.1	20.3	19.7
NBC TV TOTAL AUDIENCE (Households (000))					24,510				25,480							
TOTAL AUDIENCE (%)					32.9				34.2							
Program					←Little House On The Prairie			→(OP)	←NBC Monday Night Movies "AND I ALONE SURVIVED" (9:00-11:00PM)→							
AVERAGE AUDIENCE (Households (000))					20,560				19,070							
AVERAGE AUDIENCE (%)					27.6	26.8*		28.5*	25.6	23.6*		25.6*		26.4*		26.8*
SHARE OF AUDIENCE %					39	39 *		40 *	37	33 *		35 *		38 *		42 *
AVG. AUD. BY ¼ HR. %					26.2	27.4	28.5	28.5	23.3	23.9	25.5	25.7	26.5	26.3	26.5	27.0
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000))					10,130				25,110							
TOTAL AUDIENCE (%)					13.6				33.7							
Program					←Lucan			→(OP)	←NFL Monday Night Football "CHICAGO VS. SAN DIEGO" (9:00-11:40PM)(1)							
AVERAGE AUDIENCE (Households (000))					8,200				12,890							
AVERAGE AUDIENCE (%)					11.0	10.5*		11.5*	17.3	17.5*		20.2*		19.6*		16.9*
SHARE OF AUDIENCE %					17	16 *		17 *	27	25 *		29 *		29 *		27 *
AVG. AUD. BY ¼ HR. %					10.0	11.0	11.1	11.9	16.7	18.2	20.3	20.1	20.2	18.9	17.5	16.3
CBS TV TOTAL AUDIENCE (Households (000))					18,480				22,280		20,340		19,440			
TOTAL AUDIENCE (%)					24.8				29.9		27.3		26.1			
Program					←White Shadow			→(OP)	M*A*S*H		One Day at a Time		←Lou Grant→			
AVERAGE AUDIENCE (Households (000))					14,830				20,410		19,150		16,390			
AVERAGE AUDIENCE (%)					19.9	19.0*		20.8*	27.4		25.7		22.0	22.1*		22.0*
SHARE OF AUDIENCE %					30	29 *		31 *	39		37		35	34 *		36 *
AVG. AUD. BY ¼ HR. %					18.6	19.4	20.3	21.4	26.9	27.9	25.2	26.2	22.2	22.0	22.2	21.9
NBC TV TOTAL AUDIENCE (Households (000))					23,390				22,420							
TOTAL AUDIENCE (%)					31.4				30.1							
Program					←Little House On The Prairie			→(OP)	←NBC Monday Night Movies "SUDDENLY, LOVE" (9:00-11:00PM)→							
AVERAGE AUDIENCE (Households (000))					20,260				16,840							
AVERAGE AUDIENCE (%)					27.2	26.5*		27.9*	22.6	21.9*		23.0*		23.1*		22.6*
SHARE OF AUDIENCE %					41	41 *		41 *	34	31 *		33 *		35 *		37 *
AVG. AUD. BY ¼ HR. %					25.9	27.1	27.8	28.0	21.6	22.2	22.9	23.0	23.3	22.8	22.9	22.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	63.0	64.1	64.1	66.0	68.2	69.5	70.7	72.3	72.1	72.4	72.4	72.0	69.9	68.2	65.7	63.2
WK 2	60.9	63.1	63.0	63.8	64.5	65.9	67.3	68.6	69.4	70.8	69.9	69.4	66.6	64.4	62.2	59.5

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. MON. DEC. 4, 1978

 (1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 28, 1978

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					24,290 32.6		23,540 31.6		23,240 31.2		18,850 25.3		17,510 23.5			
Program					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP) ← Starsky & Hutch →			
AVERAGE AUDIENCE (Households (000) & %)					21,750 29.2		22,350 30.0		21,680 29.1		17,580 23.6		14,160 19.0	19.3*		18.7*
SHARE OF AUDIENCE %					45		44		43		36		31	31 *		31 *
AVG. AUD. BY ¼ HR. %					27.8	30.7	29.7	30.2	28.8	29.4	24.0	23.1	19.1	19.6	19.2	18.2

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					12,670 17.0				16,390 22.0							
Program					← Paper Chase → (OP)				← CBS Tuesday Night Movies → "HIGH-BALLIN'" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					9,540 12.8	12.5*		13.1*	11,920 16.0	14.2*		16.5*		17.0*		16.5*
SHARE OF AUDIENCE %					19	19 *		19 *	25	21 *		25 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					12.7	12.4	12.9	13.3	14.2	14.2	16.1	16.8	17.2	16.9	16.8	16.2

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					23,470 31.5											
Program					← (OP) Big Event → "PATTON" (8:00-11:00PM)(R)											
AVERAGE AUDIENCE (Households (000) & %)					14,600 19.6	18.0*		20.1*		19.4*		19.9*		20.2*		19.8*
SHARE OF AUDIENCE %					30	28 *		30 *		29 *		30 *		32 *		33 *
AVG. AUD. BY ¼ HR. %					17.5	18.5	20.1	20.2	19.4	19.4	19.8	20.0	20.3	20.1	20.0	19.7

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					25,180 33.8		26,150 35.1		27,270 36.6		23,020 30.9		18,920 25.4			
Program					Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP) ← ABC News Closeup "WORLD OF SUPERNATURAL" (10:00-11:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)					22,720 30.5		24,660 33.1		25,030 33.6		21,460 28.8		15,200 20.4	21.8*		19.0*
SHARE OF AUDIENCE %					49		51		51		44		34	35 *		33 *
AVG. AUD. BY ¼ HR. %					29.2	31.8	32.8	33.4	33.2	34.0	29.2	28.5	21.9	21.6	20.0	18.0

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					11,620 15.6				13,260 17.8							
Program					← Paper Chase → (OP)				← Kennedy Center Honors: A Celebration of the Performing Arts (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)					8,940 12.0	12.1*		11.9*	6,930 9.3	8.9*		8.5*		9.6*		10.3*
SHARE OF AUDIENCE %					19	19 *		18 *	15	14 *		13 *		16 *		18 *
AVG. AUD. BY ¼ HR. %					12.3	12.0	12.1	11.7	9.3	8.5	8.7	8.3	9.7	9.5	9.9	10.6

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					11,250 15.1				22,420 30.1							
Program					← Grandpa Goes to Washington → (OP)				← Big Event → "MY HUSBAND IS MISSING" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					8,720 11.7	11.6*		11.9*	15,270 20.5	16.1*		19.9*		22.9*		23.0*
SHARE OF AUDIENCE %					18	18 *		18 *	33	25 *		31 *		37 *		40 *
AVG. AUD. BY ¼ HR. %					11.9	11.2	11.6	12.1	15.4	16.8	19.4	20.3	22.8	23.0	23.6	22.4

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	59.2	60.5	60.8	62.5	64.3	66.6	67.2	68.0	67.2	67.4	66.0	66.4	63.6	62.4	61.1	58.3
WK 2	57.9	59.7	60.0	60.9	62.0	63.7	63.9	65.1	65.5	65.8	65.1	65.1	62.4	61.4	59.4	56.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. TUE. DEC. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. NOV. 29, 1978

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	29,130								20,560			
TOTAL AUDIENCE (%)	39.1								27.6			
Program	← Eight Is Enough							→ (OP)	Barbara Walter's Special (10:00-11:00PM) →			
AVERAGE AUDIENCE (Households (000))	20,120								16,460			
AVERAGE AUDIENCE (%)	27.0	23.1*		26.3*		29.4*		29.1*	22.1	23.2*		21.0*
SHARE OF AUDIENCE %	40	35 *		39 *		44 *		43 *	34	35 *		33 *
AVG. AUD. BY ¼ HR. %	22.5	23.8	26.0	26.6	29.3	29.6	29.6	28.6	23.6	22.8	22.3	15.8

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	13,260		12,740		23,170							
TOTAL AUDIENCE (%)	17.8		17.1		31.1							
Program	Fat Albert Christmas Special (8:00-8:30PM)	(OP)	The Jeffersons		← CBS Wednesday Night Movie "BILLY JACK" (9:00-11:00PM)(R) →							
AVERAGE AUDIENCE (Households (000))	11,620		11,700		15,720							
AVERAGE AUDIENCE (%)	15.6		15.7		21.1	18.6*		19.8*		22.8*		23.3*
SHARE OF AUDIENCE %	24		23		32	28 *		29 *		35 *		37 *
AVG. AUD. BY ¼ HR. %	15.5	15.8	15.1	16.3	18.2	19.1	19.7	20.0	22.4	23.3	23.5	23.0

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	17,880				16,460							
TOTAL AUDIENCE (%)	24.0				22.1							
Program	← Dick Clark's Live Wednesday →			(OP)	← Wednesday Movie of the Week "SOMEONE IS WATCHING ME" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000))	14,230				10,730							
AVERAGE AUDIENCE (%)	19.1	18.7*		19.4*	14.4	13.7*		13.6*		14.9*		15.3*
SHARE OF AUDIENCE %	29	29 *		29 *	22	20 *		20 *		23 *		24 *
AVG. AUD. BY ¼ HR. %	18.0	19.3	20.0	18.9	13.7	13.6	13.3	14.0	15.0	14.7	15.3	15.3

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	17,880				19,370				15,570			
TOTAL AUDIENCE (%)	24.0				26.0				20.9			
Program	← Eight Is Enough →				← Charlie's Angels →			(OP)	← Vega$ →			
AVERAGE AUDIENCE (Households (000))	14,160				15,720				12,670			
AVERAGE AUDIENCE (%)	19.0	17.9*		20.2*	21.1	20.8*		21.4*	17.0	17.2*		16.9*
SHARE OF AUDIENCE %	29	27 *		30 *	32	31 *		32 *	28	28 *		29 *
AVG. AUD. BY ¼ HR. %	17.1	18.7	20.2	20.3	20.1	21.5	22.0	20.9	17.3	17.1	16.6	17.1

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	22,720				20,120				19,370			
TOTAL AUDIENCE (%)	30.5				27.0				26.0			
Program	Rudolph the Red Nosed Reindeer (8:00-9:00PM)(R)			(OP)	Bing Crosby - The Christmas Years (9:00-10:00PM)				Johnny Cash Christmas Special (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000))	18,480				15,050				15,650			
AVERAGE AUDIENCE (%)	24.8	24.2*		25.5*	20.2	20.5*		19.8*	21.0	21.5*		20.5*
SHARE OF AUDIENCE %	37	37 *		38 *	30	31 *		30 *	35	35 *		35 *
AVG. AUD. BY ¼ HR. %	23.5	24.8	25.4	25.5	21.2	19.9	19.8	19.9	21.2	21.7	21.1	19.9

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	12,960				19,150							
TOTAL AUDIENCE (%)	17.4				25.7							
Program	← Dick Clark's Live Wednesday →			(OP)	← Wednesday Movie of The Week "THE STEEL COWBOY" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000))	10,060				12,960							
AVERAGE AUDIENCE (%)	13.5	13.3*		13.6*	17.4	17.5*		18.1*		17.3*		16.9*
SHARE OF AUDIENCE %	20	20 *		20 *	27	26 *		27 *		28 *		29 *
AVG. AUD. BY ¼ HR. %	13.2	13.5	13.6	13.6	17.1	17.9	18.1	18.0	17.8	16.8	17.0	16.8

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	60.8	61.7	62.6	63.3	64.6	66.0	67.3	68.5	67.0	67.2	67.6	68.3	66.2	65.1	64.5	61.8
WK 2	57.8	59.2	59.4	61.1	64.1	66.1	67.6	67.8	66.5	67.2	67.2	66.6	63.1	61.5	59.5	57.4

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. DEC. 6, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. NOV. 30, 1978

WEEK 1

(7:00–8:00 columns: no entries except TV Households Using TV, below.)

WEEK 1	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV – Total Audience (Households (000) & %)	20,260 27.2		16,610 22.3		18,030 24.2		16,760 22.5		15,790 21.2			
Program	Mork & Mindy		What's Happening		Barney Miller		Soap	(OP)	20/20 (10:00-11:00PM)			
Average Audience (Households (000))	18,480		15,350		16,840		15,720		12,070			
Average Audience %	24.8		20.6		22.6		21.1		16.2	17.9*		14.5*
Share of Audience %	39		32		35		33		28	30 *		26 *
Avg. Aud. by ¼ Hr. %	24.5	25.1	20.7	20.6	22.4	22.9	21.2	21.0	18.4	17.5	14.8	14.1
CBS TV – Total Audience (Households (000) & %)	16,990 22.8		19,520 26.2		15,790 21.2				17,950 24.1			
Program	Frosty the Snowman (8:00-8:30PM)(R)		Raggedy Ann and Andy (8:30-9:00PM)	(OP)	Hawaii Five-0				Barnaby Jones			
Average Audience (Households (000))	15,420		17,950		12,890				15,200			
Average Audience %	20.7		24.1		17.3	16.9*		17.6*	20.4	19.4*		21.4*
Share of Audience %	32		38		27	26 *		27 *	35	33 *		38 *
Avg. Aud. by ¼ Hr. %	20.5	20.9	23.9	24.3	17.1	16.8	17.5	17.7	18.7	20.2	21.8	20.9
NBC TV – Total Audience (Households (000) & %)	9,830 13.2				17,280 23.2				14,380 19.3			
Program	Project U.F.O.			(OP)	Quincy, M.E.				Hallmark Hall of Fame "FAME" (10:00-11:00PM)			
Average Audience (Households (000))	7,380				14,450				10,730			
Average Audience %	9.9	9.2*		10.6*	19.4	18.7*		20.1*	14.4	15.0*		13.7*
Share of Audience %	15	14 *		17 *	30	29 *		31 *	25	25 *		25 *
Avg. Aud. by ¼ Hr. %	9.0	9.3	10.4	10.8	18.4	19.0	20.5	19.8	15.8	14.2	13.6	13.8

WEEK 2

WEEK 2	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV – Total Audience (Households (000) & %)	19,970 26.8		20,120 27.0		16,390 22.0		15,270 20.5		14,230 19.1			
Program	Benji's Very Own Christmas Story (8:00-8:30PM)		Pink Panther's Christmas (8:30-9:00PM)		Barney Miller		Soap	(OP)	Family			
Average Audience (Households (000))	17,950		18,850		14,450		13,480		11,620			
Average Audience %	24.1		25.3		19.4		18.1		15.6	15.7*		15.5*
Share of Audience %	37		37		29		27		25	25 *		25 *
Avg. Aud. by ¼ Hr. %	24.0	24.2	24.4	26.1	19.9	18.9	17.8	18.4	15.7	15.6	15.7	15.3
CBS TV – Total Audience (Households (000) & %)	21,310 28.6				22,130 29.7				24,060 32.3			
Program	The Waltons			(OP)	Country Christmas (9:00-10:00PM)				All Star Tribute to Jimmy Stewart (10:00-11:00PM)			
Average Audience (Households (000))	17,660				17,210				20,790			
Average Audience %	23.7	22.8*		24.7*	23.1	22.6*		23.7*	27.9	27.8*		28.0*
Share of Audience %	36	35 *		37 *	35	34 *		35 *	45	44 *		46 *
Avg. Aud. by ¼ Hr. %	21.5	24.1	25.3	24.1	22.5	22.8	23.4	23.9	27.4	28.2	28.7	27.4
NBC TV – Total Audience (Households (000) & %)	10,730 14.4				17,660 23.7				12,960 17.4			
Program	Project U.F.O.			(OP)	Quincy, M.E.				David Cassidy - Man Undercover			
Average Audience (Households (000))	8,120				14,680				10,650			
Average Audience %	10.9	10.8*		10.9*	19.7	19.0*		20.4*	14.3	14.6*		14.0*
Share of Audience %	16	17 *		16 *	30	29 *		31 *	23	23 *		23 *
Avg. Aud. by ¼ Hr. %	10.6	11.0	10.8	11.1	18.4	19.5	20.7	20.1	14.7	14.4	14.2	13.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	57.5	58.7	59.4	62.0	63.5	64.5	63.7	64.4	64.6	65.0	65.0	63.9	60.3	58.6	56.4	54.8
WK 2	57.6	59.0	60.1	62.5	64.1	65.9	67.2	67.9	66.3	66.3	66.7	66.9	63.4	63.0	62.1	59.8

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. DEC. 7, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. DEC. 1, 1978 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,780 18.5				19,970 26.8							
Program					Donny and Marie			(OP)	NCAA Football Special "TEXAS A & M VS. TEXAS" (7:00-12:17AM)(1)							
AVERAGE AUDIENCE (Households (000) & %)					10,060 13.5	13.1*		14.0*	8,870 11.9	11.2*		11.4*		13.3*		11.9*
SHARE OF AUDIENCE %					23	22 *		23 *	22	19 *		19 *		23 *		21 *
AVG. AUD. BY ¼ HR. %					12.6	13.6	14.0	13.9	11.3	11.1	11.3	11.5	13.3	13.2	11.8	12.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,990 22.8				19,740 26.5				18,400 24.7			
Program					Wonder Woman			(OP)	Incredible Hulk				Flying High			
AVERAGE AUDIENCE (Households (000) & %)					12,740 17.1	16.0*		18.3*	16,910 22.7	22.3*		23.2*	14,970 20.1	19.7*		20.4*
SHARE OF AUDIENCE %					28	27 *		30 *	37	36 *		38 *	35	34 *		36 *
AVG. AUD. BY ¼ HR. %					16.0	16.0	18.3	18.2	21.7	22.8	23.4	23.1	19.2	20.2	20.4	20.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,720 21.1		13,340 17.9		17,280 23.2				16,090 21.6			
Program					Winnie the Pooh and the Blustery Day (8:00-8:30PM)(R)		Diff'rent Strokes	(OP)	Rockford Files				Eddie Capra Mysteries			
AVERAGE AUDIENCE (Households (000) & %)					13,860 18.6		11,920 16.0		14,450 19.4	19.2*		19.6*	13,410 18.0	17.7*		18.4*
SHARE OF AUDIENCE %					31		26		31	31 *		32 *	31	30 *		33 *
AVG. AUD. BY ¼ HR. %					18.6	18.7	15.3	16.7	19.0	19.4	19.4	19.8	17.5	17.9	18.5	18.4

EVE. FRI. DEC. 8, 1978 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,630 25.0				19,300 25.9							
Program					Donny and Marie			(OP)	ABC Friday Night Movie "THE GIFT OF LOVE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,710 18.4	16.8*		20.0*	13,860 18.6	17.3*		18.1*		19.5*		19.5*
SHARE OF AUDIENCE %					31	28 *		33 *	31	29 *		30 *		33 *		33 *
AVG. AUD. BY ¼ HR. %					16.6	16.9	19.7	20.4	17.0	17.5	18.0	18.3	19.3	19.7	19.8	19.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,570 20.9				17,430 23.4				13,040 17.5			
Program					Sesame Street Christmas (8:00-9:00PM)			(OP)	Young and Foolish (9:00-10:00PM)				Flying High			
AVERAGE AUDIENCE (Households (000) & %)					11,100 14.9	14.5*		15.2*	13,260 17.8	18.4*		17.3*	10,500 14.1	13.5*		14.8*
SHARE OF AUDIENCE %					25	24 *		25 *	29	30 *		29 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %					14.3	14.8	15.1	15.3	18.8	18.0	17.7	16.9	13.1	13.9	14.8	14.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,450 19.4		11,400 15.3		17,360 23.3				15,720 21.1			
Program					Diff'rent Strokes		Who's Watching the Kids?	(OP)	Rockford Files				Eddie Capra Mysteries			
AVERAGE AUDIENCE (Households (000) & %)					12,670 17.0		9,980 13.4		13,780 18.5	18.2*		18.9*	13,110 17.6	17.7*		17.4*
SHARE OF AUDIENCE %					29		22		31	30 *		31 *	30	30 *		30 *
AVG. AUD. BY ¼ HR. %					16.0	17.9	13.3	13.5	17.8	18.6	18.8	18.9	18.0	17.4	17.3	17.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.2	56.4	55.9	57.9	59.3	60.5	61.1	61.7	61.1	61.9	61.8	61.4	58.8	58.4	57.2	56.0
WK 2	53.8	54.8	55.6	56.5	58.6	60.2	59.9	61.1	60.8	60.6	60.7	60.5	60.0	59.4	59.2	58.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 2, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					11,320		11,850		22,280				21,080			
TOTAL AUDIENCE (%)					15.2		15.9		29.9				28.3			
Program	(1)				Welcome Back, Kotter		Carter Country		Love Boat			(OP)	Fantasy Island			
AVERAGE AUDIENCE (Households (000))					9,760		11,030		18,630				17,730			
AVERAGE AUDIENCE (%)					13.1		14.8		25.0	24.0*		26.0*	23.8	24.3*		23.3*
SHARE OF AUDIENCE %					23		25		42	41 *		43 *	42	42 *		42 *
AVG. AUD. BY ¼ HR. %	14.5				13.0	13.2	14.2	15.4	22.7	25.3	25.9	26.2	24.4	24.2	23.6	23.0
CBS TV TOTAL AUDIENCE (Households (000))					8,570		8,420		17,810							
TOTAL AUDIENCE (%)					11.5		11.3		23.9							
Program					Rhoda		Good Times	(OP)	CBS Saturday Night Movie "OUTSIDE CHANCE" (9:00-10:56PM)							(2)
AVERAGE AUDIENCE (Households (000))					7,300		7,670		12,220							
AVERAGE AUDIENCE (%)					9.8		10.3		16.4	15.3*		15.7*		17.1*		17.5*
SHARE OF AUDIENCE %					17		18		28	26 *		26 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					10.0	9.7	9.9	10.8	15.2	15.4	15.5	16.0	17.1	17.2	17.2	17.9
NBC TV TOTAL AUDIENCE (Households (000))					19,670				10,880				8,120			
TOTAL AUDIENCE (%)					26.4				14.6				10.9			
Program					Chips			(OP)	Story of Christmas (9:00-10:00PM)				Weekend			
AVERAGE AUDIENCE (Households (000))					16,540				7,970				6,030			
AVERAGE AUDIENCE (%)					22.2	21.2*		23.3*	10.7	11.3*		10.0*	8.1	8.2*		7.9*
SHARE OF AUDIENCE %					39	38 *		40 *	18	19 *		17 *	14	14 *		14 *
AVG. AUD. BY ¼ HR. %					20.0	22.4	23.7	22.8	12.1	10.4	10.0	10.1	8.5	7.9	7.9	7.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					17,660				20,790				19,520			
TOTAL AUDIENCE (%)					23.7				27.9				26.2			
Program					Rudolph's Shiney New Year (8:00-9:00PM)(R)				Love Boat			(OP)	Fantasy Island			
AVERAGE AUDIENCE (Households (000))					14,160				17,140				16,910			
AVERAGE AUDIENCE (%)					19.0	18.4*		19.5*	23.0	22.3*		23.6*	22.7	23.0*		22.4*
SHARE OF AUDIENCE %					31	30 *		32 *	38	37 *		39 *	40	40 *		41 *
AVG. AUD. BY ¼ HR. %					18.7	18.2	19.5	19.5	21.8	22.8	23.8	23.4	22.8	23.1	22.7	22.1
CBS TV TOTAL AUDIENCE (Households (000))					11,030		9,980		18,180							
TOTAL AUDIENCE (%)					14.8		13.4		24.4							
Program					Rhoda		Good Times	(OP	CBS Saturday Night Movie "A REAL AMERICAN HERO" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					9,310		9,010		12,590							
AVERAGE AUDIENCE (%)					12.5		12.1		16.9	15.6*		16.2*		17.5*		18.3*
SHARE OF AUDIENCE %					21		20		29	26 *		27 *		30 *		33 *
AVG. AUD. BY ¼ HR. %					12.3	12.7	11.9	12.3	15.5	15.7	16.2	16.2	17.2	17.8	18.2	18.4
NBC TV TOTAL AUDIENCE (Households (000))					19,590				14,600				10,500			
TOTAL AUDIENCE (%)					26.3				19.6				14.1			
Program					Chips			(OP)	Dean Martin's Christmas in California (9:00-10:00PM)				Weekend			
AVERAGE AUDIENCE (Households (000))					16,090				10,880				7,230			
AVERAGE AUDIENCE (%)					21.6	20.6*		22.5*	14.6	15.0*		14.2*	9.7	10.2*		9.2*
SHARE OF AUDIENCE %					36	34 *		37 *	24	25 *		24 *	17	18 *		17 *
AVG. AUD. BY ¼ HR. %					19.9	21.3	22.6	22.4	15.7	14.4	14.3	14.0	10.8	9.6	9.0	9.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	52.1	53.1	53.9	55.5	55.6	56.8	57.9	59.1	59.0	59.4	59.8	60.0	58.1	56.9	56.0	55.1
WK 2	56.6	58.2	57.5	59.1	60.2	60.6	61.1	61.3	60.9	60.4	60.7	59.7	58.0	57.1	55.2	54.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NCAA FOOTBALL GAME-2", ABC, (4:03-5:32PM)(5:38-7:08PM).
(2) PROMO FILL, CBS, (10:56-11:00PM)(SUS.).

EVE. SAT. DEC. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. DEC. 3, 1978

WEEK 1

ABC TV

Programs: Hardy Boys Mysteries (7:00–8:00) — Battlestar: Galactica (8:00–9:00) (OP) — NFL Football Special "DENVER VS. OAKLAND" (9:00-11:47PM)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	13,110 17.6				18,920 25.4				25,400 34.1							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %	9,460 12.7 20	12.1* 19 *		13.2* 20 *	16,020 21.5 31	20.8* 30 *		22.2* 31 *	14,530 19.5 31	19.1* 28 *		20.2* 29 *		20.5* 31 *		18.8* 29 *
AVG. AUD. BY ¼ HR. %	11.5	12.7	12.6	13.9	20.4	21.2	22.3	22.1	18.4	19.7	19.8	20.6	21.2	19.9	18.2	19.3

CBS TV

Programs: 60 Minutes (7:00–8:00) — All In The Family (8:00) — Alice (8:30) (OP) — Kaz (9:00–10:00) — Dallas (10:00–11:00)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	25,110 33.7				20,040 26.9		20,040 26.9		21,160 28.4				19,440 26.1			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %	20,560 27.6 42	26.3* 40 *		28.8* 43 *	18,100 24.3 35		18,850 25.3 35		16,910 22.7 33	22.8* 33 *		22.7* 33 *	16,320 21.9 35	21.4* 33 *		22.4* 36 *
AVG. AUD. BY ¼ HR. %	24.6	28.0	29.2	28.4	23.5	25.1	24.8	25.7	22.6	23.0	22.6	22.9	21.0	21.9	22.8	22.1

NBC TV

Programs: (1) Wonderful World of Disney "SUPERDAD" Pt. II (7:05-8:00PM)(R) — Bob Hope Special (8:00-9:00PM) — (OP) — Centennial (9:00–11:00)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	17,660 23.7				20,340 27.3				24,730 33.2							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %	14,450 19.4 29	18.6* 28 *		20.1* 30 *	15,870 21.3 30	20.7* 30 *		21.9* 31 *	16,910 22.7 34	24.3* 35 *		22.9* 33 *		22.3* 35 *		21.2* 35 *
AVG. AUD. BY ¼ HR. %	18.0	19.0	20.2	20.0	20.7	20.6	21.8	22.0	24.7	24.0	23.4	22.4	22.7	21.9	21.8	20.5

WEEK 2

ABC TV

Programs: Santa Claus is Coming to Town (7:00-8:00PM)(R) — Honeymooners Christmas Special (8:00-9:00PM) — (OP) — ABC Sunday Night Movie "THE GATHERING" (9:00-10:54PM)(R) — (2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	15,720 21.1				18,630 25.0				19,970 26.8							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %	11,770 15.8 24	14.9* 23 *		16.8* 26 *	14,750 19.8 29	19.1* 29 *		20.4* 30 *	13,560 18.2 27	17.8* 26 *		17.7* 25 *		18.5* 28 *		19.1* 31 *
AVG. AUD. BY ¼ HR. %	14.4	15.4	16.1	17.5	18.9	19.4	20.2	20.5	18.1	17.5	17.5	17.8	18.2	18.8	19.2	18.9

CBS TV

Programs: 60 Minutes (7:00–8:00) — All In The Family (8:00) — Alice (8:30) (OP) — Circus of the Stars (9:00-11:00PM)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	26,670 35.8				19,970 26.8		19,520 26.2		29,730 39.9							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %	21,830 29.3 45	27.6* 43 *		31.0* 47 *	18,030 24.2 37		17,880 24.0 35		20,860 28.0 42	25.0* 36 *		27.0* 39 *		31.0* 46 *		28.9* 46 *
AVG. AUD. BY ¼ HR. %	25.7	29.5	31.1	30.9	23.7	24.7	23.3	24.7	24.9	25.2	26.1	27.9	30.9	31.0	29.4	28.4

NBC TV

Programs: (3) Wonderful World of Disney "WALT DISNEY WORLD CHRISTMAS SPECIAL" (7:03-8:03PM)(4) — Centennial (8:03-10:03PM)(4) (OP) — NBC Reports "READING, WRITING AND REEFER" (10:03-11:03PM)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	16,170 21.7				22,050 29.6								13,190 17.7			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE %	10,280 13.8 21	14.1* 22 *		13.1* 20 *	13,860 18.6 27	16.1* 24 *		17.8* 26 *		20.2* 29 *		20.2* 29 *	9,760 13.1 21	13.4* 20 *		12.8* 21 *
AVG. AUD. BY ¼ HR. %	15.1	13.4	12.9	13.2	16.1	16.2	17.7	18.0	20.0	20.4	20.8	19.6	13.7	13.1	12.9	12.7

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	64.6	66.1	66.3	67.4	68.4	70.0	71.5	72.1	69.4	69.9	69.7	68.7	65.4	63.7	62.4	60.3
WK 2	62.8	64.2	64.7	66.7	65.6	66.6	68.0	69.4	69.1	69.3	69.4	69.5	67.8	66.1	63.7	60.7

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "NFL FOOTBALL GAME 2-NBC", NBC, (4:00-7:20PM), FOR REMAINING RATINGS, SEE OP PAGES ~.
(2) "GOOD MORNING AMERICA FILL", ABC, (10:54-11:00PM)(SUS.).
(3) "NFL FOOTBALL GAME 2-NBC", NBC, (4:17-7:03PM), FOR REMAINING RATINGS, SEE OP PAGES ~.
(4) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. SUN. DEC. 10, 1978

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

		SUN 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	TOTAL AUDIENCE (Households (000) & %)				3,870 5.2												
	Program	NFL Football Special (9:00-11:47PM)(1)			(2)	ABC Weekend Report-Sunday											
	AVERAGE AUDIENCE (Households (000) & %)		19.7*		3,580 4.8												
	SHARE OF AUDIENCE %		36 *		17												
	AVG. AUD. BY ¼ HR. %	19.7	19.8	17.9	5.2	4.7											
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,200 11.0							8,050 10.8								
	Program	CBS Sunday News-Bradley							Late Movie I (3)					(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	7,970 10.7							5,740 7.7	8.7*		7.6*		5.8*			
	SHARE OF AUDIENCE %	21							27	26 *		27 *		29 *			
	AVG. AUD. BY ¼ HR. %	10.7							8.9	8.6	7.8	7.4	6.7	5.7	5.8	5.2	
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,920 6.6					10,950 14.7						3,200 4.3		
	Program			NBC Late Night Movie					Tonight Show (3)						Tomorrow Show (3)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)			2,610 3.5	3.8*		3.5*		6,630 8.9	10.5*		8.6*		5.6*	2,460 3.3	3.6*	
	SHARE OF AUDIENCE %			16	11 *		14 *		31	31 *		32 *		28 *	23	23 *	
	AVG. AUD. BY ¼ HR. %			3.8	3.8	3.5	3.5	3.7	11.1	9.9	9.3	8.0	6.7	5.8	3.9	3.2	2.6

WEEK 2

		SUN 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,400 5.9															
	Program	ABC Weekend Report-Sunday															
	AVERAGE AUDIENCE (Households (000) & %)	4,250 5.7															
	SHARE OF AUDIENCE %	12															
	AVG. AUD. BY ¼ HR. %	5.7															
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,570 11.5							8,340 11.2								
	Program	CBS Sunday News-Bradley							Late Movie I (3)					(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	8,050 10.8							5,510 7.4	9.4*		7.0*		5.6*		5.6*	
	SHARE OF AUDIENCE %	22							28	28 *		27 *		26 *		39 *	
	AVG. AUD. BY ¼ HR. %	10.8							9.8	9.2	7.2	6.9	6.8	5.7	5.5	5.1	
NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,430 4.6					9,980 13.4						2,680 3.6		
	Program	(4)		NBC Late Night Movie					Tonight Show (3)						Tomorrow Show (3)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)			1,490 2.0	2.8*		2.0*		5,590 7.5	9.3*		6.7*			1,940 2.6	2.9*	
	SHARE OF AUDIENCE %			9	9 *		9 *		27	28 *		26 *			18	19 *	
	AVG. AUD. BY ¼ HR. %	13.8		3.2	2.6	2.1	1.9	1.6	10.2	8.4	7.2	6.1	5.7	5.8	3.4	2.5	2.1

TV HOUSEHOLDS USING TV (See Def. 1)	SUN 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	52.0	45.0	35.9	30.3	26.2	23.0	19.7	35.6	32.2	28.8	25.9	22.5	19.8	17.2	15.3	13.2
WK 2	51.5	42.5	32.9	28.2	23.9	21.2	18.4	35.6	31.5	27.3	24.6	21.7	19.2	17.1	15.1	13.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES. (2) FILL, ABC, (11:47-11:55PM). (3) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA). (4) "NBC REPORTS", NBC, (10:03-11:03PM)(S).

WEEK 1 — DAY MON.-FRI. NOV. 27-DEC. 1, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				3,950 5.3									
Program	← Good Morning, America →															
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000) & %)			2,460 3.3				3,280 4.4									
SHARE OF AUDIENCE %			21				25									
AVG. AUD. BY ¼ HR. %			3.1	3.5			4.5	4.4								
CBS TV																
TOTAL AUDIENCE (Households (000) & %)		2,980 4.0			3,870 5.2								4,620 6.2		5,220 7.0	
Program	← CBS Morning News →				← Captain Kangaroo →								All In The Family		Price is Right 1	
	(Co-op)		(Participating)													
AVERAGE AUDIENCE (Households (000) & %)		1,860 2.5		2.6*	2,460 3.3	3.0*		3.6*					3,950 5.3		4,470 6.0	
SHARE OF AUDIENCE %		17		17 *	18	17 *		20 *					28		31	
AVG. AUD. BY ¼ HR. %		2.4	2.4	2.7	2.8	3.3	3.5	3.7					4.9	5.6	5.9	6.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			4,470 6.0				4,540 6.1						3,580 4.8		3,800 5.1	
Program	← Today Show →												Card Sharks		Jeopardy (1)	
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000) & %)			3,730 5.0				3,730 5.0						3,050 4.1		3,280 4.4	
SHARE OF AUDIENCE %			30				30						22		23	
AVG. AUD. BY ¼ HR. %			4.9	5.1			5.0	4.9					4.0	4.2	4.3	4.5

WEEK 2 — DAY MON.-FRI. DEC. 4-8, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				3,650 4.9									
Program	← Good Morning, America →															
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1				2,980 4.0									
SHARE OF AUDIENCE %			20				23									
AVG. AUD. BY ¼ HR. %			3.0	3.3			4.1	4.0								
CBS TV																
TOTAL AUDIENCE (Households (000) & %)		3,130 4.2			3,800 5.1								4,320 5.8		4,920 6.6	
Program	← CBS Morning News →				← Captain Kangaroo →								All In The Family		Price is Right 1 MTUWF (S)(OP)	
	(Co-op)		(Participating)													
AVERAGE AUDIENCE (Households (000) & %)		1,860 2.5		2.5*	2,380 3.2	2.8*		3.6*					3,730 5.0		4,170 5.6	
SHARE OF AUDIENCE %		17		16 *	18	16 *		20 *					26		29	
AVG. AUD. BY ¼ HR. %		2.5	2.4	2.7	2.5	3.0	3.5	3.6					4.8	5.2	5.3	5.9
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			4,400 5.9				4,250 5.7						3,730 5.0		4,020 5.4	
Program	← Today Show →												Card Sharks		Jeopardy (1)	
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000) & %)			3,730 5.0				3,430 4.6						3,130 4.2		3,430 4.6	
SHARE OF AUDIENCE %			30				28						22		24	
AVG. AUD. BY ¼ HR. %			4.9	5.0			4.5	4.7					4.0	4.4	4.5	4.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	7.3	9.9	12.2	13.6	15.3	16.8	16.7	16.9	17.7	18.7	18.5	18.9	18.9	19.5	19.3	19.7
WK 2	7.7	9.9	11.9	13.5	14.4	15.7	16.3	16.4	17.4	18.3	18.6	19.0	19.0	19.5	19.3	19.9

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 27-DEC. 1, 1978

WEEK	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)	4,170 5.6		6,560 8.8		4,620 6.2		6,710 9.0		8,940 12.0				7,820 10.5			
	Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1) →				← One Life to Live →			
	AVERAGE AUDIENCE (Households (000) & %)	3,580 4.8		5,810 7.8		4,020 5.4		5,960 8.0		6,850 9.2	9.4*		8.9*	6,110 8.2	7.8*		8.6*
	SHARE OF AUDIENCE %	24		34		22		31		34	35 *		32 *	29	28 *		31 *
	AVG. AUD. BY ¼ HR. %	4.5	5.0	7.5	8.0	5.3	5.6	7.8	8.1	9.3	9.6	9.1	8.7	7.7	7.9	8.5	8.6
	CBS TV TOTAL AUDIENCE (Households (000) & %)	5,440 7.3		4,840 6.5		6,710 9.0		6,260 8.4				7,750 10.4				7,970 10.7	
	Program	Price is Right 2		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				← As The World Turns →				Guiding Light	
	AVERAGE AUDIENCE (Households (000) & %)	4,920 6.6		4,400 5.9		5,960 8.0		5,590 7.5				6,030 8.1	7.5*		8.6*	6,180 8.3	8.2*
	SHARE OF AUDIENCE %	33		27		33		29				29	27 *		31 *	29	29 *
	AVG. AUD. BY ¼ HR. %	6.5	6.7	5.9	6.0	7.8	8.2	7.3	7.6			7.2	7.8	8.7	8.6	8.2	8.3
	NBC TV TOTAL AUDIENCE (Households (000) & %)	4,400 5.9		4,990 6.7		4,540 6.1				3,800 5.1		6,850 9.2				5,220 7.0	
	Program	High Rollers		Wheel of Fortune (2)		← America Alive (2) →				Hollywood Squares MWF (3)(4)		← Days Of Our Lives →				The Doctors (2)	
	AVERAGE AUDIENCE (Households (000) & %)	3,870 5.2		4,400 5.9		2,680 3.6	3.5*		3.7*	3,280 4.4		5,220 7.0	6.7*		7.1*	4,690 6.3	
	SHARE OF AUDIENCE %	26		26		14	14 *		15 *	17		25	24 *		25 *	23	
	AVG. AUD. BY ¼ HR. %	5.1	5.2	5.8	6.0	3.5	3.6	3.6	3.8	4.4	4.5	6.6	6.9	7.2	7.0	6.2	6.5
WEEK 2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)	4,840 6.5		6,710 9.0		4,840 6.5		6,410 8.6		8,270 11.1				7,230 9.7			
	Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1) →				← One Life to Live →			
	AVERAGE AUDIENCE (Households (000) & %)	4,100 5.5		5,740 7.7		4,170 5.6		5,440 7.3		6,030 8.1	8.5*		7.8*	5,510 7.4	7.0*		7.9*
	SHARE OF AUDIENCE %	27		33		24		30		32	34 *		30 *	28	27 *		29 *
	AVG. AUD. BY ¼ HR. %	5.2	5.9	7.4	8.0	5.5	5.7	7.2	7.5	8.4	8.6	8.0	7.6	6.9	7.1	7.7	8.0
	CBS TV TOTAL AUDIENCE (Households (000) & %)	5,290 7.1		4,770 6.4		6,630 8.9		6,110 8.2				7,970 10.7				7,970 10.7	
	Program	Price is Right 2 MTUWF (S)(OP)		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				← As The World Turns →				Guiding Light	
	AVERAGE AUDIENCE (Households (000) & %)	4,540 6.1		4,320 5.8		5,890 7.9		5,440 7.3				6,260 8.4	7.9*		8.9*	6,260 8.4	8.3*
	SHARE OF AUDIENCE %	31		26		33		30				32	31 *		34 *	30	30 *
	AVG. AUD. BY ¼ HR. %	5.9	6.3	5.7	6.1	7.7	8.0	7.3	7.3			7.6	8.2	9.0	8.7	8.3	8.4
	NBC TV TOTAL AUDIENCE (Households (000) & %)	4,320 5.8		4,770 6.4		4,400 5.9				3,500 4.7		6,480 8.7				4,990 6.7	
	Program	High Rollers		Wheel of Fortune (2)		← America Alive (2) →				Hollywood Squares		← Days Of Our Lives →				The Doctors (2)	
	AVERAGE AUDIENCE (Households (000) & %)	3,950 5.3		4,170 5.6		2,530 3.4	3.3*		3.6*	2,980 4.0		4,840 6.5	6.1*		6.8*	4,620 6.2	
	SHARE OF AUDIENCE %	26		25		14	14 *		15 *	16		25	24 *		26 *	23	
	AVG. AUD. BY ¼ HR. %	5.2	5.4	5.6	5.6	3.3	3.3	3.5	3.7	3.8	4.1	5.8	6.4	6.7	6.9	6.3	6.2
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	20.2	21.1	22.5	23.4	24.6	25.5	25.4	26.0	26.1	26.6	27.0	27.0	28.0	28.5	27.9	28.8
	WK 2	20.1	21.4	22.6	23.5	23.8	24.5	24.4	24.9	24.9	25.4	25.1	26.0	26.1	26.8	27.4	28.4

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.). (2) "NBC NEWS UPDATE", (SUS.). (3) LOCAL FILL, NBC, TUE., (1:00-1:30PM), NETWORK PREEMPTION. (4) "HOLLYWOOD SQUARES (B)", NBC, THU., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.

DAY MON.-FRI. DEC. 4-8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 27-DEC. 1, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	8,420 11.3				5,070 6.8										9,830 13.2	
Program	← General Hospital →				Edge of Night MTUWF (1)										ABC World News Tonight	
AVERAGE AUDIENCE (Households (000) & %)	6,330 8.5	8.3*		8.8*	4,540 6.1										8,570 11.5	
SHARE OF AUDIENCE %	28	28 *		28 *	18										20	
AVG. AUD. BY ¼ HR. %	8.3	8.3	8.7	8.9	6.1	6.1									11.4	11.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			7,000 9.4		4,320 5.8										12,960 17.4	
Program	Guiding Light →		M*A*S*H		Match Game '78 MTUWF (1)										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		8.4*	5,890 7.9		3,730 5.0										11,550 15.5	
SHARE OF AUDIENCE %		28 *	25		15										27	
AVG. AUD. BY ¼ HR. %	8.2	8.5	7.4	8.5	4.8	5.1									15.2	15.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,970 10.7														12,590 16.9	
Program	← Another World (2) →				(1)		← Special (OP) →								NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,960 8.0	7.4*		8.6*											10,950 14.7	
SHARE OF AUDIENCE %	26	25 *		27 *											26	
AVG. AUD. BY ¼ HR. %	7.2	7.6	8.7	8.6											14.4	15.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	8,120 10.9				4,920 6.6										9,690 13.0	
Program	← General Hospital →				Edge of Night		← Special (OP) →								ABC World News Tonight	
AVERAGE AUDIENCE (Households (000) & %)	6,180 8.3	7.8*		8.8*	4,400 5.9										8,340 11.2	
SHARE OF AUDIENCE %	27	27 *		28 *	18										20	
AVG. AUD. BY ¼ HR. %	7.8	7.9	8.7	8.9	5.9	5.9									10.8	11.7
CBS TV TOTAL AUDIENCE (Households (000) & %)			6,710 9.0												12,670 17.0	
Program	Guiding Light →		M*A*S*H		Special (OP)										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		8.5*	5,660 7.6												11,320 15.2	
SHARE OF AUDIENCE %		29 *	24												27	
AVG. AUD. BY ¼ HR. %	8.5	8.5	7.2	7.9											15.0	15.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,380 9.9														12,290 16.5	
Program	← Another World (2) →														NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,510 7.4	6.8*		8.0*											10,800 14.5	
SHARE OF AUDIENCE %	24	23 *		25 *											26	
AVG. AUD. BY ¼ HR. %	6.6	7.0	7.9	8.1											14.2	14.8

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	29.4	30.8	31.4	33.1	32.7	33.8	35.7	38.0	40.3	43.1	45.6	49.0	53.0	55.0	55.8	57.6
WK 2	28.8	29.9	31.1	32.7	32.6	34.6	35.3	37.5	39.7	42.8	45.0	48.0	52.5	54.7	55.8	56.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, THU., (4:00-4:32PM)(4:00-4:30PM)(4:00-4:30PM)(SUS.).
(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. DEC. 4-8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 2, 1978

WEEK 1

TIME	7:30	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV													
TOTAL AUDIENCE (Households (000) & %)		3,430 4.6		4,540 6.1		5,810 7.8		4,400 5.9		5,220 7.0		6,030 8.1	
Program		Scooby's All-Stars I (OP)		Scooby's All-Stars II		Scooby's All-Stars III (OP)		Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)	
AVERAGE AUDIENCE (Households (000) & %)		2,760 3.7		3,730 5.0		4,540 6.1		3,580 4.8		4,620 6.2		4,920 6.6	
SHARE OF AUDIENCE %		21		22		22		20		24		26	
AVG. AUD. BY ¼ HR. %		3.5	3.8	4.8	5.2	6.3	5.9	4.4	5.3	6.0	6.3	6.5	6.7
CBS TV													
TOTAL AUDIENCE (Households (000) & %)		4,840 6.5		6,410 8.6		8,940 12.0		9,690 13.0		9,760 13.1		7,520 10.1	
Program		All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
AVERAGE AUDIENCE (Households (000) & %)		3,800 5.1		5,360 7.2		7,230 9.7		8,340 11.2		8,490 11.4		6,710 9.0	
SHARE OF AUDIENCE %		34		37		41		43		41		34	
AVG. AUD. BY ¼ HR. %		4.7	5.6	7.0	7.5	8.8	10.6	11.4	11.1	11.5	11.3	9.4	8.5
NBC TV													
TOTAL AUDIENCE (Households (000) & %)		2,760 3.7		3,730 5.0		4,990 6.7		5,740 7.7		5,440 7.3		6,110 8.2	
Program	Land of the Lost (SUS.)	Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III (OP)		Daffy Duck (OP)	
AVERAGE AUDIENCE (Households (000) & %)		2,160 2.9		3,050 4.1		4,250 5.7		4,920 6.6		4,770 6.4		4,990 6.7	
SHARE OF AUDIENCE %		21		22		25		26		24		25	
AVG. AUD. BY ¼ HR. %		2.9	2.8	3.6	4.7	5.2	6.1	6.8	6.4	6.5	6.3	6.4	7.0

WEEK 2

TIME	7:30	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV													
TOTAL AUDIENCE (Households (000) & %)		3,280 4.4		5,220 7.0		5,810 7.8		5,890 7.9		6,180 8.3		7,520 10.1	
Program		Scooby's All-Stars I (OP)		Scooby's All-Stars II		Scooby's All-Stars III (OP)		Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)	
AVERAGE AUDIENCE (Households (000) & %)		2,760 3.7		4,170 5.6		4,920 6.6		5,140 6.9		5,510 7.4		6,630 8.9	
SHARE OF AUDIENCE %		30		28		26		27		27		31	
AVG. AUD. BY ¼ HR. %		3.3	4.1	5.2	5.9	6.8	6.4	6.3	7.5	7.4	7.4	9.0	8.8
CBS TV													
TOTAL AUDIENCE (Households (000) & %)		3,730 5.0		5,220 7.0		6,710 9.0		8,720 11.7		8,940 12.0		8,200 11.0	
Program		All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
AVERAGE AUDIENCE (Households (000) & %)		2,910 3.9		4,320 5.8		5,740 7.7		7,450 10.0		7,670 10.3		6,850 9.2	
SHARE OF AUDIENCE %		29		31		32		37		36		31	
AVG. AUD. BY ¼ HR. %		3.5	4.4	5.5	6.0	7.2	8.2	9.5	10.4	10.0	10.6	9.3	9.1
NBC TV													
TOTAL AUDIENCE (Households (000) & %)		2,240 3.0		4,170 5.6		5,440 7.3		5,960 8.0		6,110 8.2		5,740 7.7	
Program	Land of the Lost (SUS.)	Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III (OP)		Daffy Duck (OP)	
AVERAGE AUDIENCE (Households (000) & %)		1,940 2.6		3,350 4.5		4,470 6.0		5,220 7.0		5,440 7.3		4,840 6.5	
SHARE OF AUDIENCE %		21		25		27		27		26		21	
AVG. AUD. BY ¼ HR. %		2.5	2.8	3.8	5.2	5.6	6.4	7.1	6.9	7.2	7.5	6.2	6.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	5.2	6.8	8.5	10.7	13.6	15.9	18.2	20.4	22.7	24.7	26.0	26.6	27.5	27.8	26.6	27.0
WK 2	5.6	6.5	8.3	10.0	12.1	14.7	17.5	20.3	23.0	24.8	26.1	27.8	28.3	29.7	29.5	29.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SAT. DEC. 9, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. DEC. 2, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,440 7.3		4,990 6.7		5,070 6.8		6,180 8.3	17,360 23.3								
ABC TV programs	Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "THE WINGED COLT" Pt. I		(1)	NCAA Football Game "VARIOUS TEAMS & TIMES" (12:47-3:52PM)~								
AVERAGE AUDIENCE (Households (000) & %)	4,320 5.8		4,020 5.4		4,170 5.6		5,810 7.8	9,310 12.5		10.6*		11.4*		12.2*		13.2*
SHARE OF AUDIENCE %	24		23		18		27	39		34 *		37 *		38 *		40 *
AVG. AUD. BY ¼ HR. %	5.5	6.0	5.4	5.4	5.1	6.1	7.9	9.0	10.2	11.1	11.1	11.7	12.4	12.0	12.8	13.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,870 11.9		7,520 10.1		6,630 8.9		7,670 10.3		5,510 7.4		4,470 6.0					
CBS TV programs	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
AVERAGE AUDIENCE (Households (000) & %)	7,000 9.4		6,180 8.3		5,590 7.5		6,030 8.1		4,470 6.0		3,580 4.8					
SHARE OF AUDIENCE %	35		30		26		27		19		15					
AVG. AUD. BY ¼ HR. %	9.8	9.1	8.4	8.2	7.6	7.5	8.0	8.3	5.9	6.2	5.1	4.5				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,470 6.0		4,770 6.4		5,660 7.6		4,990 6.7									
NBC TV programs	Yogi's Space Race I		Yogi's Space Race II (OP)		Fabulous Funnies		Bay City Rollers									
AVERAGE AUDIENCE (Households (000) & %)	3,500 4.7		4,100 5.5		4,770 6.4		4,170 5.6									
SHARE OF AUDIENCE %	18		20		22		19									
AVG. AUD. BY ¼ HR. %	4.9	4.6	5.4	5.6	6.2	6.6	5.6	5.5								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,410 8.6		5,360 7.2		4,920 6.6		6,480 8.7									
ABC TV programs	Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "THE WINGED COLT" Pt. II		American Bandstand '78									
AVERAGE AUDIENCE (Households (000) & %)	4,770 6.4		4,400 5.9		3,870 5.2		3,730 5.0	4.9*		5.0*						
SHARE OF AUDIENCE %	24		23		18		15	15 *		15 *						
AVG. AUD. BY ¼ HR. %	6.2	6.6	5.4	6.3	4.8	5.6	4.9	5.0	4.9	5.1						
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,870 11.9		7,600 10.2		7,820 10.5		9,390 12.6		6,630 8.9		6,780 9.1					
CBS TV programs	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
AVERAGE AUDIENCE (Households (000) & %)	7,150 9.6		6,410 8.6		6,560 8.8		7,820 10.5		5,590 7.5		5,360 7.2					
SHARE OF AUDIENCE %	33		30		30		33		21		20					
AVG. AUD. BY ¼ HR. %	10.2	9.0	8.5	8.6	8.7	9.0	10.1	10.9	7.5	7.6	7.3	7.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,890 7.9		4,620 6.2		4,320 5.8		5,960 8.0		21,900 29.4							
NBC TV programs	Yogi's Space Race I		Yogi's Space Race II (OP)		Fabulous Funnies		NFL '78 — NBC (12:30-1:00PM)		NFL Football Game — NBC "BALTIMORE VS. PITTSBURGH" (1:00-3:51PM)							
AVERAGE AUDIENCE (Households (000) & %)	4,470 6.0		4,020 5.4		3,430 4.6		4,920 6.6		10,280 13.8	11.5*		12.9*		13.0*		14.5*
SHARE OF AUDIENCE %	20		18		15		22		41	34 *		40 *		40 *		43 *
AVG. AUD. BY ¼ HR. %	6.1	5.9	5.8	5.0	4.7	4.6	6.3	6.9	10.8	12.2	12.7	13.1	13.3	12.6	13.9	15.1

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	27.0	26.9	27.1	27.7	28.2	29.1	29.8	30.9	31.7	32.4	31.9	31.9	32.2	32.4	32.9	33.6
WK 2	29.3	29.0	28.5	29.0	29.2	30.5	31.3	32.2	33.5	34.1	32.9	33.0	33.0	33.5	34.5	35.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:47PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. DEC. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 2, 1978

WEEK 1

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)				10,580 14.2	23,240 31.2											
ABC TV	Program	NCAA Football Game "VARIOUS TEAMS & TIMES" (12:47-3:52PM)(1)~			(2)	NCAA Football Game-2 "ARMY VS. NAVY" (4:03-5:32PM)(5:38-7:08PM)						(3)	NCAA Football Game-2 "ARMY VS. NAVY" (4:03-5:32PM)(5:38-7:08PM)				
ABC TV	AVERAGE AUDIENCE (Households (000) & %)				10,430 14.0	10,880 14.6											
ABC TV	SHARE OF AUDIENCE %		14.7* 44 *		40	35	14.3* 41 *		14.5* 40 *		15.3* 40 *		14.9* 36 *		14.5* 32 *		14.2* 29 *
ABC TV	AVG. AUD. BY ¼ HR. %	14.6	14.8	15.3	13.9	14.5	14.1	14.5	14.5	15.7	15.0	15.1	14.7	14.5	14.4	14.0	14.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					3,650 4.9				8,120 10.9						9,160 12.3	
CBS TV	Program					Mixed Team Golf Championship (4:00-5:00PM)				CBS Sports Spectacular						CBS Saturday News with Bob Schieffer	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)					2,010 2.7	2.9*		2.5*	4,320 5.8	4.8*		6.7*			8,200 11.0	
CBS TV	SHARE OF AUDIENCE %					8	8 *		7 *	15	13 *		16 *			21	
CBS TV	AVG. AUD. BY ¼ HR. %					3.1	2.6	2.4	2.6	4.6	4.9	5.7	7.8			10.7	11.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)					6,330 8.5										8,270 11.1	
NBC TV	Program					Sportsworld Boxing Special (4:00-5:30PM)										NBC Nightly News-Sat.	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)					3,130 4.2	3.6*		5.1*		3.7*					6,780 9.1	
NBC TV	SHARE OF AUDIENCE %					11	10 *		14 *		9 *					18	
NBC TV	AVG. AUD. BY ¼ HR. %					3.2	4.0	4.9	5.4	4.0	3.4					9.0	9.2

WEEK 2

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)									15,200 20.4						4,840 6.5	
ABC TV	Program									ABC Wide World of Sports						ABC World News Tonight-Saturday	
ABC TV	AVERAGE AUDIENCE (Households (000) & %)									7,900 10.6	8.7*		11.8*		11.4*	3,950 5.3	
ABC TV	SHARE OF AUDIENCE %									22	20 *		25 *		22 *	10	
ABC TV	AVG. AUD. BY ¼ HR. %									8.0	9.3	11.7	12.0	12.5	10.3	5.0	5.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)			8,120 10.9		26,000 34.9											
CBS TV	Program			CBS NFL Football Pre Game (3:30-4:00PM)		CBS NFL Football Game "MINNESOTA VS. DETROIT" (4:00-7:00PM)											
CBS TV	AVERAGE AUDIENCE (Households (000) & %)			5,440 7.3		13,040 17.5	14.0*		16.6*		17.8*		16.5*		19.5*		20.7*
CBS TV	SHARE OF AUDIENCE %			20		40	37 *		42 *		42 *		36 *		40 *		40 *
CBS TV	AVG. AUD. BY ¼ HR. %			6.4	8.3	12.5	15.4	15.8	17.4	17.4	18.1	16.4	16.6	18.7	20.2	20.9	20.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)				9,610 12.9	8,720 11.7										8,340 11.2	
NBC TV	Program	NFL Football Game — NBC "BALTIMORE VS. PITTSBURGH" (1:00-3:51PM)(1)			(4)	Grand Prix of Bowling (4:06-6:00PM)										NBC Nightly News-Sat.	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)		16.1*		8,790 11.8	4,320 5.8	5.8*		5.8*		5.4*		6.2*			6,850 9.2	
NBC TV	SHARE OF AUDIENCE %		45 *		32	14	15 *		15 *		13 *		14 *			17	
NBC TV	AVG. AUD. BY ¼ HR. %	16.3	15.9	15.6	12.4	5.5	6.0	5.8	5.8	5.4	5.3	5.9	6.4			9.1	9.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	33.2	34.1	34.6	35.3	34.9	35.4	36.7	37.5	38.9	39.5	41.5	44.9	48.2	50.1	51.2	52.3
WK 2	35.6	36.0	35.2	36.5	37.8	39.1	40.1	42.6	44.0	44.9	46.9	48.4	51.1	51.9	53.2	55.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES. (2) "NCAA FOOTBALL POST GAME", ABC, (3:52-4:03PM).
(3) NEWS FILL, ABC, (5:32-5:38PM)(SUS.).
(4) "NFL FOOTBALL POST-NBC-SAT", NBC, (3:51-4:06PM).

DAY SAT. DEC. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. DEC. 3, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,430 4.6	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,910 3.9	
SHARE OF AUDIENCE %															18	
AVG. AUD. BY ¼ HR. %															3.9	3.9
CBS TV TOTAL AUDIENCE (Households (000) & %)									2,090 2.8		2,240 3.0					
CBS TV program									What's New, Mister Magoo? (OP)		Clue Club (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									1,640 2.2		1,860 2.5					
SHARE OF AUDIENCE %									14		13					
AVG. AUD. BY ¼ HR. %									1.9	2.5	2.3	2.6				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,430 4.6	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,830 3.8	
SHARE OF AUDIENCE %															17	
AVG. AUD. BY ¼ HR. %															3.6	3.9
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,490 2.0		1,860 2.5					
CBS TV program									What's New, Mister Magoo? (OP)		Clue Club (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									1,270 1.7		1,490 2.0					
SHARE OF AUDIENCE %									11		11					
AVG. AUD. BY ¼ HR. %									1.6	1.9	1.9	2.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	4.5	4.8	5.3	6.4	8.1	9.6	11.6	14.0	16.0	17.5	18.3	20.7	21.6	22.6	22.2	22.1
WK 2	4.2	4.6	5.2	6.6	8.6	9.8	11.2	13.2	15.3	17.3	18.5	19.6	20.9	22.5	22.3	22.7

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. DEC. 10, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. DEC. 3, 1978 (WEEK 1) / DAY SUN. DEC. 10, 1978 (WEEK 2)

Week	Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000))	3,580		3,130		2,830		3,500									
WEEK 1	ABC TV	TOTAL AUDIENCE (%)	4.8		4.2		3.8		4.7									
WEEK 1	ABC TV	Program	Kids Are People Too III		Animals, Animals, Animals(OP)		Issues And Answers		College Football 1978		Directions (SUS.)							
WEEK 1	ABC TV	AVERAGE AUDIENCE (Households (000))	2,980		2,460		2,310		2,460									
WEEK 1	ABC TV	AVERAGE AUDIENCE (%)	4.0		3.3		3.1		3.3									
WEEK 1	ABC TV	SHARE OF AUDIENCE %	17		14		12		10									
WEEK 1	ABC TV	AVG. AUD. BY ¼ HR. %	3.9	4.0	3.3	3.3	2.9	3.4	3.4	3.2								
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000))			3,280				7,750		23,320							
WEEK 1	CBS TV	TOTAL AUDIENCE (%)			4.4				10.4		31.3							
WEEK 1	CBS TV	Program	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-5:22PM)~ →							
WEEK 1	CBS TV	AVERAGE AUDIENCE (Households (000))			2,530				6,330		11,920							
WEEK 1	CBS TV	AVERAGE AUDIENCE (%)			3.4				8.5		16.0	14.0*		15.9*		16.4*		16.5*
WEEK 1	CBS TV	SHARE OF AUDIENCE %			13				30		39	41 *		40 *		40 *		39 *
WEEK 1	CBS TV	AVG. AUD. BY ¼ HR. %			3.2	3.6			7.7	9.3	13.1	15.0	15.6	16.2	16.2	16.7	16.4	16.7
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000))					2,760		4,400		18,480							
WEEK 1	NBC TV	TOTAL AUDIENCE (%)					3.7		5.9		24.8							
WEEK 1	NBC TV	Program					Meet the Press		NFL '78 — NBC		← NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-4:47PM)~ →							
WEEK 1	NBC TV	AVERAGE AUDIENCE (Households (000))					2,240		3,280		9,460							
WEEK 1	NBC TV	AVERAGE AUDIENCE (%)					3.0		4.4		12.7	11.1*		13.6*		12.5*		12.8*
WEEK 1	NBC TV	SHARE OF AUDIENCE %					13		15		31	32 *		34 *		30 *		30 *
WEEK 1	NBC TV	AVG. AUD. BY ¼ HR. %					3.0	3.1	4.0	4.8	9.6	12.6	13.3	13.8	13.1	12.0	12.4	13.3
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000))	3,430		2,680		3,280		2,830									
WEEK 2	ABC TV	TOTAL AUDIENCE (%)	4.6		3.6		4.4		3.8									
WEEK 2	ABC TV	Program	Kids Are People Too III		Animals, Animals, Animals(OP)		Issues And Answers		1978 College Football (12:30-1:00PM)		Directions (SUS.)							
WEEK 2	ABC TV	AVERAGE AUDIENCE (Households (000))	2,910		2,160		2,310		2,380									
WEEK 2	ABC TV	AVERAGE AUDIENCE (%)	3.9		2.9		3.1		3.2									
WEEK 2	ABC TV	SHARE OF AUDIENCE %	17		11		11		11									
WEEK 2	ABC TV	AVG. AUD. BY ¼ HR. %	4.0	3.7	2.8	3.0	3.1	3.1	3.1	3.2								
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000))			3,500				8,640		24,140							
WEEK 2	CBS TV	TOTAL AUDIENCE (%)			4.7				11.6		32.4							
WEEK 2	CBS TV	Program	Camera Three (SUS.)		Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:00PM)~ →							
WEEK 2	CBS TV	AVERAGE AUDIENCE (Households (000))			2,830				6,780		14,080							
WEEK 2	CBS TV	AVERAGE AUDIENCE (%)			3.8				9.1		18.9	15.1*		18.2*		19.4*		20.3*
WEEK 2	CBS TV	SHARE OF AUDIENCE %			14				34		50	50 *		54 *		51 *		50 *
WEEK 2	CBS TV	AVG. AUD. BY ¼ HR. %			3.7	3.9			7.7	10.4	13.7	16.5	17.7	18.6	19.6	19.2	20.5	20.0
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000))					2,980		3,050		16,690							
WEEK 2	NBC TV	TOTAL AUDIENCE (%)					4.0		4.1		22.4							
WEEK 2	NBC TV	Program					Meet the Press		NFL '78 — NBC		← NFL Football Game 1 — NBC "BUFFALO VS. NEW ENGLAND" & "NEW YORK JETS VS. CLEVELAND" (1:00-4:17PM) →							
WEEK 2	NBC TV	AVERAGE AUDIENCE (Households (000))					2,310		2,310		5,890							
WEEK 2	NBC TV	AVERAGE AUDIENCE (%)					3.1		3.1		7.9	6.1*		6.8*		6.8*		6.6*
WEEK 2	NBC TV	SHARE OF AUDIENCE %					13		12		20	20 *		20 *		18 *		16 *
WEEK 2	NBC TV	AVG. AUD. BY ¼ HR. %					3.2	3.1	3.1	3.1	5.6	6.5	6.6	6.9	6.7	6.9	6.3	6.9
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	22.9	23.5	23.4	24.1	25.0	27.4	31.1	32.8	34.9	38.4	40.8	42.2	43.0	43.0	42.9	44.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK 2	22.8	23.4	24.4	26.3	27.3	27.7	29.4	31.2	31.8	34.0	34.9	37.3	39.5	41.2	41.9	42.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. DEC. 3, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-5:22PM)(1)~				Mixed Team Golf Championship (4:07-6:03PM)										CBS Evening News	
TOTAL AUDIENCE (Households (000))					7,080										7,450	
TOTAL AUDIENCE %					9.5										10.0	
AVERAGE AUDIENCE (Households (000))					2,530										6,030	
AVERAGE AUDIENCE %		17.0*		16.4*	3.4	3.2*		2.4*		3.7*		4.1*			8.1	
SHARE OF AUDIENCE %		38 *		36 *	7	7 *		5 *		7 *		8 *			13	
AVG. AUD. BY ¼ HR. %	17.0	16.9	17.7	15.2	3.4	3.1	2.7	2.2	3.1	4.2	4.2	3.9	4.8		7.6	8.6
NBC TV	NFL Football Game 1 — NBC "VARIOUS TEAMS & TIMES" (1:00-4:47PM)~				NFL Football Game 2 — NBC "VARIOUS TEAMS & TIMES" (4:00-7:20PM)(1)~											(2)
TOTAL AUDIENCE (Households (000))					31,740											
TOTAL AUDIENCE %					42.6											
AVERAGE AUDIENCE (Households (000))					18,700											
AVERAGE AUDIENCE %		13.0*		13.0*	25.1	19.9*		23.1*		24.6*		26.5*		28.6*		28.7*
SHARE OF AUDIENCE %		29 *		28 *	48	42 *		47 *		48 *		51 *		52 *		49 *
AVG. AUD. BY ¼ HR. %	13.1	12.8	12.6	13.4	18.6	21.3	22.1	24.0	24.7	24.6	25.9	27.0	28.4	28.8	28.8	28.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:00PM)~								Festival of Lively Arts for Young People "QUIZ CONCERT-HOW MUSICAL ARE YOU?" (5:00-6:00PM)						CBS Evening News	
TOTAL AUDIENCE (Households (000))									4,250						7,230	
TOTAL AUDIENCE %									5.7						9.7	
AVERAGE AUDIENCE (Households (000))									2,240						6,110	
AVERAGE AUDIENCE %		20.8*							3.0	3.4*		2.5*			8.2	
SHARE OF AUDIENCE %		49 *							6	7 *		5 *			14	
AVG. AUD. BY ¼ HR. %	20.9	20.6	20.0	19.3					4.2	2.6	2.6	2.5			7.4	9.0
NBC TV	NFL Football Game 1 — NBC "BUFFALO VS. NEW ENGLAND" & "NEW YORK JETS VS. CLEVELAND" (1:00-4:17PM)(1)					NFL Football Game 2 — NBC "VARIOUS TEAMS & TIMES" (4:00-7:03PM)										
TOTAL AUDIENCE (Households (000))						27,420										
TOTAL AUDIENCE %						36.8										
AVERAGE AUDIENCE (Households (000))						16,240										
AVERAGE AUDIENCE %		8.0*		10.1*		21.8		18.0*		22.7*		23.5*		24.3*		24.0*
SHARE OF AUDIENCE %		19 *		23 *		43		39 *		48 *		47 *		46 *		43 *
AVG. AUD. BY ¼ HR. %	7.7	8.3	8.8	11.3	13.4	13.9	16.5	19.5	22.2	23.3	23.0	24.0	24.4	24.3	24.2	23.8

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	44.1	45.4	45.9	46.4	46.9	47.7	48.9	49.8	52.0	53.4	53.9	55.4	58.2	60.6	62.0	62.3
WK 2	43.0	43.7	44.7	46.2	46.1	45.8	46.1	45.5	46.3	48.0	49.7	51.5	54.2	55.7	56.8	59.1

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "NFL FOOTBALL POST 2-NBC", NBC, (6:54-6:59PM), FOR RATINGS, SEE OP PAGES.

DAY SUN. DEC. 10, 1978

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 9.00-11.55PM NFL MONDAY NIGHT FOOTBALL	11.00	FOR RTGS SEE PAGE A-2					15.1	FOR RTGS SEE PAGE A-3					14.0
9.00-11.40PM	11.15				14.9*	27*	14.7				13.8*	26*	13.6
	11.30						14.0						13.1
	11.45				13.5*	32*	12.7						
EVENING TUESDAY													
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK	11.30	8,270	11.1	6,030	8.1	30	8.4	8,120	10.9	5,890	7.9	30	8.7
	11.45				8.2*	27*	8.0				8.2*	27*	7.8
	12.00						8.3						7.8
	12.15				8.1*	31*	8.0				7.7*	32*	7.7
	12.30						8.0						7.1
ABC 12.41- 1.25AM TUESDAY MOVIE-WEEK PART2 / 12.41- 1.21AM	12.30	6,030	8.1	5,660	7.6	40	7.9	6,180	8.3	5,440	7.3	41	7.3
	12.45						7.8						7.2
	1.00						7.5						7.4
	1.15				7.4*	42*	7.3				7.4*	45*	7.6
EVENING WEDNESDAY													
ABC 11.30-12.37AM POLICE WOMAN	11.30	7,000	9.4	5,070	6.8	24	7.5	7,750	10.4	5,360	7.2	26	8.5
11.30-12.38AM	11.45				7.3*	23*	7.2				8.1*	25*	7.7
	12.00						6.6						7.0
	12.15				6.4*	25*	6.3				6.7*	27*	6.4
	12.30						5.7						5.3
ABC 12.37- 1.25AM SWAT-WED / 12.38- 1.25AM	12.30	3,430	4.6	2,610	3.5	20	4.3	3,130	4.2	2,530	3.4	21	3.6
	12.45				3.9*	20*	3.7				3.5*	19*	3.5
	1.00						3.1						3.4
	1.15				3.2*	21*	3.2				3.3*	23*	3.1
EVENING THURSDAY													
ABC 11.30-12.37AM STARSKY AND HUTCH-11:30 / 11.30-12.40AM	11.30	7,000	9.4	4,690	6.3	22	7.0	8,270	11.1	5,740	7.7	27	8.9
	11.45				6.8*	21*	6.6				8.4*	25*	7.9
	12.00						6.4						7.3
	12.15				6.3*	24*	6.1				7.3*	29*	7.2
	12.30						4.9						6.9
ABC 12.37- 1.21AM SWAT-THUR / 12.40- 1.30AM	12.30	3,280	4.4	2,240	3.0	17	3.5	4,770	6.4	4,250	5.7	33	6.2
	12.45				3.3*	17*	3.2				5.9*	31*	5.8
	1.00						2.7						5.7
	1.15				2.7*	18*	2.9				5.5*	35*	5.3
EVENING FRIDAY													
ABC 9.00-12.17AM NCAA FOOTBALL SPECIAL(S)	11.00	FOR RTGS SEE PAGE A-10					13.4						
	11.15				13.0*	24*	12.6						
	11.30						12.2						
	11.45				11.5*	25*	10.8						
	12.00						10.1						
	12.15						8.9						

 U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING FRIDAY CONT'D													
ABC 12.49- 1.55AM BARETTA-11:30PM 11.30-12.35AM	11.30							8,270	11.1	5,440	7.3	23	7.2
	11.45										7.4*	21*	7.6
	12.00												7.4
	12.15										7.3*	25*	7.3
	12.30												6.5
	12.45	4,400	5.9	2,760	3.7	17	4.5						
	1.00						4.1						
	1.15				3.7*	17*	3.3						
	1.30						3.6						
	1.45				3.4*	19*	3.1						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	5,220	7.0	2,760	3.7	23	4.7	4,770	6.4	2,530	3.4	22	4.7
	1.15				4.4*	22*	4.1				4.4*	23*	4.1
	1.30						3.9						3.7
	1.45				3.8*	25*	3.7				3.3*	21*	3.0
	2.00						3.3						2.5
	2.15				3.0*	24*	2.6				2.4*	19*	2.4
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	17,430	23.4	17,430	23.4	39	23.4	16,090	21.6	16,090	21.6	36	21.6
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	7,520	10.1	7,230	9.7	19	9.7	6,630	8.9	6,330	8.5	17	8.5
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	8,640	11.6	8,640	11.6	20	11.6	7,900	10.6	7,900	10.6	17	10.6
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	12,290	16.5	12,290	16.5	28	16.5	13,340	17.9	13,340	17.9	29	17.9
NBC 11.30-12.50AM SATURDAY NIGHT 11.30-12.48AM	11.30	14,680	19.7	9,910	13.3	39	13.5	14,600	19.6	10,280	13.8	39	13.8
	11.45				13.7*	36*	14.0				14.0*	35*	14.2
	12.00						13.8						14.2
	12.15				13.6*	41*	13.3				14.2*	41*	14.2
	12.30						12.2						12.9
	12.45				12.1*	42*	11.5						12.4
EVENING SUNDAY													
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN. 8.57- 8.59PM	8.45	14,080	18.9	14,080	18.9	26	18.9	13,930	18.7	13,260	17.8	26	17.8
ABC 9.00-11.47PM NFL FOOTBALL SPECIAL(S)	11.45	FOR RTGS SEE PAGE A-14					16.1						
CBS 8.58- 8.59PM NEWSBREAK-SUN.	8.45	16,840	22.6	16,840	22.6	31	22.6	17,140	23.0	17,140	23.0	33	23.0
NBC 7.03- 8.03PM WONDERFUL WORLD OF DISNEY	8.00							FOR RTGS SEE PAGE A-15					17.3
NBC 8.03-10.03PM CENTENNIAL	10.00							FOR RTGS SEE PAGE A-15					16.1
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN. 9.01- 9.02PM	8.45 9.00	16,610	22.3	16,610	22.3	31	22.3	13,410	18.0	13,410	18.0	26	18.0
NBC 11.30- 1.35AM NBC LATE NIGHT MOVIE 11.33- 1.11AM	12.45	FOR RTGS SEE PAGE A-16			3.5*	19*	3.3	FOR RTGS SEE PAGE A-17			1.5*	9*	1.4
	1.00						3.3						1.4
	1.15				3.2*	22*	3.2						
	1.30						2.7						

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	13,630	18.3	13,630	18.3	28	14.4	13,480	18.1	13,480	18.1	28	15.3
		9.45						20.9						20.0
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.15	12,440	16.7	12,440	16.7	25	13.5						
		8.45						17.5	12,740	17.1	12,740	17.1	26	17.1
CBS 12.42- 1.25AM LATE MOVIE II 12.42- 1.22AM	M-F	12.00	4,400	5.9	3,730	5.0	26	6.9	4,250	5.7	3,650	4.9	28	6.4
		12.15				6.3*	25*	6.0				6.0*	25*	5.7
		12.30						5.7						5.7
		12.45				6.2*	32*	5.3				5.6*	29*	5.5
		1.00						4.8						5.3
		1.15				4.6*	27*	4.2				5.2*	33*	4.7
		1.30						3.5						3.8
		1.45										3.8*	28*	3.8
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	12,290	16.5	12,290	16.5	25	16.5	11,030	14.8	11,030	14.8	22	14.8
DAY MONDAY-FRIDAY														
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							7,300	9.8	4,620	6.2	17	5.8
		4.45										5.8*	17*	5.8
		5.00												6.6
		5.15										6.7*	17*	6.8
CBS 10.30-11.30AM MAGAZINE(S)	THU.	10.30							5,660	7.6	3,800	5.1	24	5.1
		10.45										5.2*	25*	5.2
		11.00												5.2
		11.15										5.1*	23*	5.1
CBS 11.54-12.00NN CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,540	6.1	4,020	5.4	24	5.4	4,620	6.2	4,170	5.6	24	5.6
CBS 4.00- 4.30PM JOEY AND REDHAWK PT I(S)	MON.	4.00							5,740	7.7	4,920	6.6	19	6.7
		4.15												6.5
CBS 4.00- 4.30PM JOEY AND REDHAWK PT II(S)	TUE.	4.00							5,070	6.8	4,400	5.9	18	5.7
		4.15												6.2
CBS 4.00- 4.30PM JOEY AND REDHAWK PT III(S)	WED.	4.00							6,480	8.7	5,590	7.5	23	7.3
		4.15												7.6
CBS 4.00- 4.30PM JOEY AND REDHAWK PT IV(S)	THU.	4.00							5,890	7.9	5,070	6.8	21	6.6
		4.15												7.0
CBS 4.00- 4.30PM JOEY AND REDHAWK PT V(S)	FRI.	4.00							6,180	8.3	5,220	7.0	20	7.0
		4.15												6.9
NBC 1.00- 1.30PM HOLLYWOOD SQUARES(B)	THU.	1.00	1,940	2.6	1,710	2.3	9	2.2						
		1.15						2.3						
NBC 4.00- 5.00PM SPECIAL TREAT(S)	TUE.	4.00	8,340	11.2	6,330	8.5	23	7.3						
		4.15				7.5*	21*	7.6						
		4.30						9.4						
		4.45				9.5*	24*	9.6						
DAY SATURDAY														
ABC 8.26- 8.30AM SCHOOLHOUSE ROCK-8.26AM		8.15	3,430	4.6	3,280	4.4	23	4.4	3,580	4.8	2,980	4.0	29	4.0
ABC 9.26- 9.30AM SCHOOLHOUSE ROCK-9.26AM		9.15	4,690	6.3	4,250	5.7	20	5.7	5,220	7.0	4,690	6.3	25	6.3
ABC 10.56-10.59AM DEAR ALEX & ANNIE-10.56AM		10.45	4,770	6.4	4,470	6.0	23	6.0	6,410	8.6	6,030	8.1	28	8.1

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY CONT'D													
ABC 11.26-11.29AM SCHOOLHOUSE ROCK-11.26AM	11.15	4,470	6.0	4,320	5.8	24	5.8	4,620	6.2	4,320	5.8	22	5.8
ABC 11.56-11.59AM DEAR ALEX & ANNIE-11.56AM	11.45	3,650	4.9	3,430	4.6	19	4.6	4,470	6.0	4,170	5.6	22	5.6
ABC 12.30-12.47PM NCAA FOOTBALL PRE GAME	12.45	FOR RTGS SEE PAGE A-26					7.4						
ABC 12.47- 3.52PM NCAA FOOTBALL GAME	3.45	FOR RTGS SEE PAGE A-26			15.2*	44*	15.1						
ABC 3.52- 4.03PM NCAA FOOTBALL POST GAME	4.00	FOR RTGS SEE PAGE A-28					14.2						
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	4,770	6.4	4,540	6.1	38	6.1	3,800	5.1	3,580	4.8	33	4.8
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	6,110	8.2	5,660	7.6	37	7.6	4,540	6.1	4,020	5.4	27	5.4
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	8,490	11.4	8,270	11.1	45	11.1	6,330	8.5	6,030	8.1	33	8.1
CBS 9.59-10.02AM IN THE NEWS- 9.59AM	9.45 10.00	8,420	11.3	8,200	11.0	40	10.8 11.1	7,750	10.4	7,380	9.9	35	10.1 9.9
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	8,640	11.6	7,900	10.6	38	10.6	8,720	11.7	7,820	10.5	35	10.5
CBS 11.33-11.36AM IN THE NEWS-11.33AM	11.30	6,930	9.3	6,480	8.7	32	8.7	6,410	8.6	6,330	8.5	30	8.5
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	6,930	9.3	6,110	8.2	30	8.2	7,150	9.6	6,560	8.8	30	8.8
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	5,810	7.8	5,140	6.9	24	6.9	6,930	9.3	6,560	8.8	29	8.8
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	5,890	7.9	5,660	7.6	25	7.6	8,420	11.3	7,820	10.5	32	10.5
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,690	6.3	4,320	5.8	18	5.8	6,110	8.2	5,510	7.4	21	7.4
NBC 10.27-10.29AM METRIC MARVELS-10:27AM	10.15	4,770	6.4	4,620	6.2	24	6.2	5,890	7.9	5,660	7.6	27	7.6
NBC 10.57-10.59AM METRIC MARVELS-10:57AM	10.45	5,360	7.2	5,140	6.9	26	6.9	4,990	6.7	4,990	6.7	22	6.7
NBC 11.57-11.59AM METRIC MARVELS-11:57AM	11.45	4,690	6.3	4,540	6.1	22	6.1	4,020	5.4	3,870	5.2	17	5.2
NBC 1.00- 3.51PM NFL FOOTBALL GAME-NBC-SAT(S)	3.45							FOR RTGS SEE PAGE A-27			15.4*	43*	15.1
NBC 3.51- 4.06PM NFL FOOTBALL POST-NBC-SAT(S)	4.00							FOR RTGS SEE PAGE A-29					10.9
DAY SUNDAY													
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,760	3.7	2,610	3.5	15	3.5	2,240	3.0	2,010	2.7	10	2.7
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM-SUN.	9.15	2,090	2.8	2,090	2.8	16	2.8	1,710	2.3	1,560	2.1	12	2.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM-SUN.	9.45	2,090	2.8	2,010	2.7	14	2.7	1,710	2.3	1,560	2.1	11	2.1
CBS 1.00- 4.01PM CBS NFL FOOTBALL GAME 1	4.00	FOR RTGS SEE PAGE A-32					14.3						
NBC 1.00- 4.17PM NFL FOOTBALL GAME 1-NBC	4.15							FOR RTGS SEE PAGE A-33					13.8
NBC 4.00- 7.00PM NFL FOOTBALL GAME 2-NBC 4.17- 7.03PM	7.00	FOR RTGS SEE PAGE A-34					24.7	FOR RTGS SEE PAGE A-35					21.1
NBC 6.54- 6.59PM NFL FOOTBALL POST 2-NBC	6.45	18,250	24.5	16,240	21.8	37	21.8						

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.